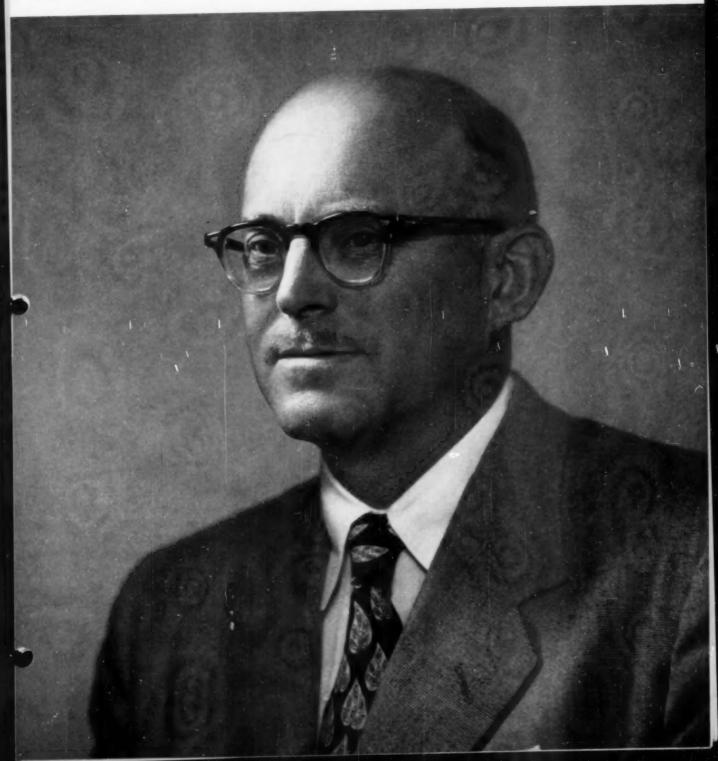
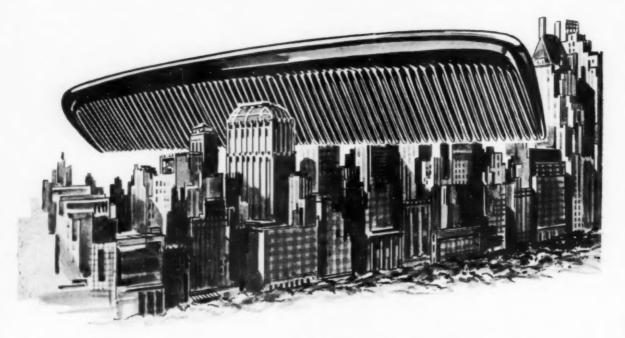
The reporter of

Direct Mail

ADVERTISING



"Fine-Combing" a City!





PONTON

...knows Your Prospects...by name!

W. S. PONTON, Inc. 50 E. 42 St. New York 17, N. Y. Murray Hill 7-5311

Prod. Plant-44 Honeck St., Englewood, H. J. Phone: ENglewood 4-5200



WRITE FOR FREE CATALOG!

The Ponton Catalog is a valuable trade tool with a thousand hidden uses...use it all the time.

Take any town, big or small...take YOUR town, for instance, just tell us how you want the names of the citizens in your city listed . . . and remember what can be done in this one city, can be done nationally on a full coverage of the United States.

Ponton's inexhaustable treasure of up-to-date name lists from every state is yours to apply as you wish — all you need is our catalog as a tool.

Combing sections income-wise . . . according to homeownership...estimated worth...or according to specific occupations, professions, married people or business lines. Combing the business district with the fine-tooth comb of decades of research experience . . . from any possible point of view upside down, downside up . . . ranging from the grocers to the city hall cabinet.

Makers and Sellers have the Ponton "live" list assurance of getting to their prospects without fail. From Research to Result with a Ponton custom-compiled list for Your mail promotion . . . delivered on your mailing piece . . . on gummed labels, cards or list form . . . ask for any imaginable list combination!

DIRECT (mail) CONTACT MEANS DIRECT (sale) RESULT!

The reporter of

Direct Mail

ADVERTISING

224 Seventh Street, Garden City, N.Y.

Ploneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 9

January, 1955

DEPARTMENTS

COVER STORT	*													9
SHORT NOTES											*		*	7
PERSONALITIES	IN	TI	HE I	NE	WS						*		*	37
MY MAIL ORDE	R D	A	1-b	y j	lare	ed	Ab	bec	n		,	*		38
DIRECT MAIL D	IRE	CTO	ORY						*					40

FEATURES

THE DECEMBER 30TH STORY - Reported by H. H.			14
TECHNIQUES VS. COPY - by M. A. Pollen	*		20
END-OF-THE-YEAR ROUND-UP OF THIS & THAT - by H. H			24
AN AUDIENCE ANSWERS THE PANEL			26
DIRECT MAIL FOR NON-PROFIT ORGANIZATIONS	*		28
WHO BUYS YOUR PRODUCT? - by Paul Bringe			30
HOW CAN YOU EAT UP THE PROFITS WHEN YOU GOT PLENTY OF NUTHIN'? - by Wilbred S.			32

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COVER STORY

SALUTE TO A FELLOW WHO SPARKED A BIG IDEA

Last minute note: Our cover and cover story were prepared and in the works before the Post Office became big news on December 30. We intended to scrap this story temporarily . . . but finally decided to let it run. But for the full postal picture see The December 30 Story on page 14.

The news finally leaked out that the basic idea for the new simplified Postal Manual (300 simple pages replacing 4,000 pages of dense official print) was sparked by a Bostonian named Carleton W. Richardson, We thought Reporter readers would like to know about it and join in a salute to him.

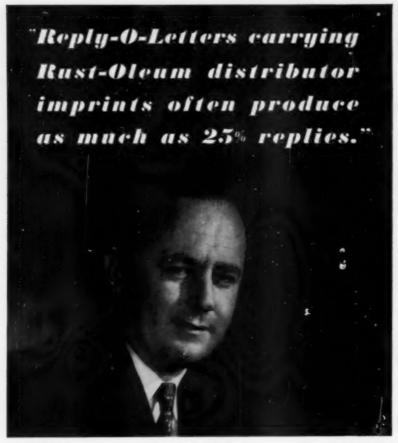
Carl is a modest man and claims most of the credit belongs to others.

But here is the story:

Things started happening at a breakfast meeting late in February of 1953 preceding Boston Ad Club's "Direct Mail Day". Attending the meeting (as Carl recollects it) were Jim Mosely of Mosely Mail Order List Service; Don Segal of S. Cupples Envelope Co.; Luther Breck, Jr., of Joseph Breck & Sons; Leo Bernheimer, Jr., of Hub Mail Advertising Service; Louis Fowler, chairman of Postal Committee of Boston Chamber of Commerce and the Boston Postmaster. A suggestion for a new type of Postal Manual was advanced by Jim Mosely and thoroughly discussed.

Carl Richardson was appointed then and there as chairman of a committee to work out the details and push the idea along with the Post Office Department. After further consultations, Carl formally presented the committee proposals to the Postmaster General on March 11, 1953. The detailed recommendations were followed practically word for word in the now completed and widely approved manual. Early in April 1953, Carl was advised by the PMG's office that the idea was receiving serious consideration . . . and shortly thereafter a Post Office official from Washington visited Boston and met for a lengthy discussion with Carl, Don Segal and Louis Fowler. After that, the Post Office took over and the mammoth job of condensing 4,000 pages of confusing regulations into 300 pages of understandable English. It was completed for temporary printing by October 18, 1954. Final edition appeared December 1, 1954.

So Carl Richardson deserves this salute for successfully sparking the



says:

ROBERT A. FERGUSSON, President RUST-OLEUM CORPORATION, Evanston, Illinois

"Ever since 1937 Reply-O-Letters have carried the brunt of our direct mail efforts. Year after year in sales campaigns built around Reply-O-Letters, Rust-Oleum distributors use a total of more than 500,000 Reply-O-Letters to help them secure leads for their men in the field.

The Reply-O organization knows direct mail technique—how to prepare copy and layouts that really motivate action.

Results? — We really get them! It's quite common to receive a response of 25% returns, leads that bring excellent test opportunities that almost always develop into sales."



write for FREE BOOKLET

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS AN-SWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

the reply-o-letter_

THE REPLY-0 PRODUCTS CO.
7 Central Park West
New York 23, N. Y.

Sales Offices: Boston • Chicago Cleveland • Detroit • Toronto best idea in postal history . . . even though he generously shares the credit with others.

For the benefit of those who don't know him . . . here are the highlights

of his background:

Carleton W. Richardson was born in Brunswick, Maine, and was graduated from its high school. Attended College of Business Administration, Boston University. Was college correspondent for Boston Globe. Clerked for a time after school days on Boston Stock Exchange. Was assistant financial editor for Christian Science Monitor 1921 to 1927; general manager of Tillman Survey Financial Service 1927 to 1930; director of research, Copper Statistics Company 1930 to 1931. Then became vice president and sales manager of United Business Service, 210 Newbury St., Boston 16, Mass., in 1931 . . . and has remained until now to become known as one of the country's best direct mail experts.

He and his family live in nearby Wellesley and he finds time for many outside activities. Is now serving as chairman of the General Assembly Boston YMCA. Was formerly board chairman of the Boston YMCA, vice president of the Advertising Club of Boston, president of the Mail Selling Club of Boston and a director of the Direct Mail Advertising Association.

When you refer to your Postal Manual . . . you can think of Carl.

BUS REED TO NOTE:

Those of you who belong to service clubs will appreciate the gripe of Oren Arnold of Phoenix, Arizona, writing about club speakers in the August Kiwanis Magazine.

"We had a big shot from Washington speak to us a while back, and right there before our eyes he dwindled in caliber. In the first place he read his speech. In the second place, he didn't read it well. In the third place, it wasn't worth reading."

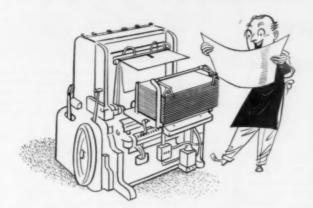
It has long been our observation that even the best speech, if read, is only about half as good as a poor speech given as if extemporaneously with infrequent use of notes.

Note we said "as if" extemporaneously. Don't be fooled by the speaker who gets up and talks to you almost casually. Some of those talks are as skillfully planned and delivered as the climax scene in a good play.

From—The Philosopher, h.m. of Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. Edited by Glenn Stewart.

PRINTS WELL

. . . because it has a beautifully smooth surface, is genuinely watermarked, and is precision cut.



HAMILTON BOND

LIES FLAT, FEEDS WELL... because it is pre-conditioned and moisture-proof wrapped at the mill.

CRISP, TRUE BOND SURFACE... prints cleanly, clearly, evenly, without a trace of linting or fuzziness.

IS UNIFORM IN QUALITY... because its pulps are blended *right* from the start, and constant testing keeps every sheet up to snuff.

IS MADE WITH PURE SPRING WATER . . . and a paper is only as good as the water it's made with.

White in 4 weights-11 colors in 3 weights

FREE! IDEAS YOU CAN USE TO SELL MORE LETTERHEADS... Hamilton's Letterhead Style Book is filled with ideas about how to create distinguished letterheads with everyday type faces and common type ornaments. Write for free copy.

HAMILTON BUSINESS PAPERS include Hamilton Bond, Hamilton Bond Script, Hamilton Ledger, Hamilton Mimeo Bond, Hamilton Duplicator, Hamilton Vellum, Hamilton Offset. HAMILTON TEXT AND COVER PAPERS offer interesting, colorful backgrounds for distinctive advertising literature. Unusual surfaces and exciting colors galore! See gay new Carousel—a beautiful paper.



W. C. HAMILTON & SONS · Miquon, Pa.
Offices in New York, Chicago, Los Angeles

The inside story of the list business #28

Volume mailing nowadays requires thinking big. Dollars spent on direct mail advertising in the first ten months of 1954 totaled about \$1,023,704,543 — or a gain of 6.09% over 1953. This continuing gain in volume in a medium once considered a negligible part of advertising expenditures indicates that users of direct mail are now thinking in bigger terms.

When the large mailer can't increase his prices and has reached the top productiveness of his advertising, he must sit down and think hard of other ways to keep his business healthy.

He can't cut his volume and expect to make more profit. Some companies frightened at postal increases and the thought of still more increases, did feel that cutting their volume was the only solution, but the great majority of mailers did just the reverse. They stepped up their volume to take advantage of their fixed overhead costs.

You Can Pay Too Little for an Order!

How do you know when you are paying too little for an order? You could be when your overhead will allow you to increase your volume without the addition of personnel or space. The same overhead which has handled a volume of 100,000 can probably handle 1,000,-000 pieces of mail. Stepping up the volume to such an extent, however, means that markets not formerly considered profitable must somehow be made worth cultivating. In selling by mail, an entirely new light will be put on lists which were formerly marginal or actually unprofitable. Also, expanding your market like this will, of course, cost you more per order than formerly, so you will have to reappraise your method of figuring costs.

First, examine the period of time you have been allowing for that sale to make a profit. Or to put it another way, how long do you wait for a new customer to become profitable? Few mail order people can make an immediate profit. Many merely break even on the first sale, or may even lose money. Instead of showing a loss for this first sale, project your sales figures for two, three, five or even more years. Over that period of time your average customer will become profitable. This system is followed as a matter of course by those who sell on the installment plan.

Second, you can step up your attempts to get repeat business from your customers. The more repeat business

you can expect to get from a customer, the more you can afford to pay for the initial sale. Depending on the frequency cycle of repeat sales, customers can be kept many

years. Max Sackheim, when he was President of Brown Wire & Fence Co., found that he could get repeat sales from customers as much as nine years after the original purchase. Lists, of course, have to be kept in good shape to produce like this. A good rule to remember is, "Don't ever forget a customer, or let a customer forget you." He might go somewhere else if you do.

Third, you can find other items to sell to your customers. Witness the program of one of the leading book clubs which has reached out into the art field selling reproductions of famous paintings, and into the music field selling records. The Little Leather Library knew the value of this diversified selling before the book club idea was thought of. They sold ukuleles and moth bags!

Literary Pots & Pans

Although it was the paper shortage during the war which drove them to it, another publisher who sold books on the installment plan, switched to pots and pans. A firm which manufactures receipt books, sells office furniture which they do not make. The largest gift house started out selling Christmas cards. A subscription agency added greeting cards which now have a heavier sale than the magazines. In other words, a wide departure from the original product or service sold is no stumbling block to taking on another item to sell. If the market is similar, however, your own list will produce the most sales.

Another yardstick for telling if you are not paying enough for your orders is your renewal rate. A very high rate is a signal that you can increase your customer list at a higher cost with the certainty you will make up for it on your next mailing. A well-known fund raiser for instance loses money on the first solicitation of propects, but gets a phenomenal return on the follow up. This organization, naturally, mails very heavily and is increasing its volume yearly.

A company which doesn't grow, slips back, so if any of you good mailers would like to grow with us, just give us a ring or drop us a note and we'll be very happy to go over your plans for a larger schedule with you. Perhaps we can help develop new markets for you.

Arthur Martin Karg

President

NAMES UNLIMITED, INC.

352 Fourth Avenue

MUrray Hill 6-2454

6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

☐ IN THIS FIRST ISSUE of a new year . . . we are giving you the start of a new feature. It will be a continuing C-O-P-Y Clinic in which all can participate. So pay particular attention to page 17. Also . . . be sure to read the December 30th Story on page 14. We were all set to go to press when the blow-up came in Washington. So had to make some hurried last minute changes. Let us know what you think about it all.

"SLIDE RING" is a new type of plastic mechanical binding which offers loose leaf convenience for bound booklet sheet changes. Consists of an open multiple ring section and a backbone piece



which slides over the ring section, locking it tight. More than 30 color combinations are available. Write to Plastic Loose Leaf, Inc., 209 S. Jefferson St., Chicago 6, Ill.

JII

☐ ONE OF THE BEST PROMOTION STUNTS for the past year was dreamed up by Frank Gerhart, advertising manager of The Mead Sales Co., 118 W. First St., Dayton 2, Ohio. For the Silk Screen Convention held in St. Louis . . . Frank wanted to introduce a new Mead board product for silk screen producers. So he had a very striking illustration printed by silk screen in two kinds of ink. One was waterproof and one was nonwaterproof. By following instructions, certain parts of the printing came off quickly, leaving a very startling demonstration. We won't reveal the nature of

the illustration except to say that it has a certain appeal from the sex angle . . . but the stunt certainly dramatizes the waterproof qualities of the new Mead cardboard. Frank tells us he has a limited supply of extra samples. So if you want to take a peek, write to him immediately.

Л.

☐ McGRAW-HILL'S Direct Mail Newsletter certainly contains some powerful ammunition for boosting direct mail. Contains short case histories of M-H List Service customers . . . vignetting their problem, materials they used, results and conclusion. November issue tells how two companies used d.m. to introduce a new product, get distributors. Write M-H at their Direct Mail Div., 330 W. 42nd St., New York 36, N. Y. and see if you can get a copy.

...

DIRECT MAIL ALSO GETS A BOOST in an article titled "Direct Mail Advertising: The Small Businessman's Friend" . . . carried on page one of the Atlanta (Ga.) Economic Review, Sept. issue. Written by William T. Tucker, Prof. of Marketing at the University of Georgia, the piece explains what direct mail can and cannot do for the small business. Prof. Tucker gives some concrete examples of copy and headlines that have clicked for small direct mail users . . . and outlines how other small firms can apply the same techniques to their advertising efforts. The Review is published by the University of Georgia's School of Business Administration, 24 Ivy St., S.E., Atlanta 2, Ga. Write for a copy.

JT.

☐ AN EDITORIAL ADVISORY BOARD to guide development of public relations reference material has been formed by Gaulb Publishing Co., publishers of *The Editorial Directory*. The board consists of 15 leading public relations executives whose main objective will be to compile a companion volume to the *Editorial Directory*. Their new study will include data on newspapers,



BUTLER BROTHERS TIES MAIL TIMES FASTER

"We tie out as many as 100,000 pieces of mail a day . . . and do it 10 times faster than by hand-tying," says Miss K. Bryant, Service Department Supervisor of Butler Brothers, one of the world's largest distributors of general merchandising.

Bunn Tying Machines help move this avalanche of mail—quickly . . . Operators simply place a stack of envelopes on the machine table and step on the treadle . . . in only 1½ seconds it is securely tied.

Every bundle is tied with uniform tightness . . . with minimum amount of twine . . . with a wrap and knot fully approved by Postmasters.

No time is lost in changing from job to job — because Bunn Tying Machines adjust automatically to any size and shape.

BUNN

B. H. Bunn Co., Dept. RD-1 7605 Vincennes Avenue, Chicago 20, Illinois

GET THE WHOLE STORY
Send today for this fact-packed tell-all booklet
which illustrates the many advantages of this

THIS		

machine. There is no obligation.

B. H. Bunn Co 7605 Vincenne	., Dept. RD-1 as Ave., Chicago 20, III.
Please send madescribing the machine.	e a copy of your free bookle many advantages of your tyin
Name	
Company	
Address	
City	ZoneState

MAIL WITH CONFIDENCE!



IN CHICAGO AND THE MIDWESTERN AREA

Yes, at Lemarge you can mail with confidence that your schedules will be met . . . that your job will be expedited and handled just the way you want it.

Folding . . . inserting (hand or machine) . . . sorting . . . addressing . . . premiums . . . all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED... ECONOMY... QUALITY. Phone today or, better still, come down and inspect our facilities... for it seems that almost every time this happens, we add still another customer.





syndicates, radio, television and newsreels. The reference books will be issued at a packaged price of \$25. For complete information, write to Jack Gaulb at 516 5th Ave., New York 36, N. Y.

J

☐ A NEW LINE of "dial encyclopedias" is being released by Gram Distributing Co., Inc., 220 E. 46th St., New York 17. Called Dial-A-Grams, the fingertip wheel albums cover a number of subjects ranging from "The World At Your Fingertips" to "Your Best Friends At Your Fingertips". Latter is a wheel of friendship for teenagers . . listing 20 rules for friendship and gives appropriate space for personal fill-ins. For list of Dial-A-Gram subjects and prices, write to above address.

J

THE POCKET PAL for printers, estimators and advertising production managers has been revised in a new edition by International Paper Co. This makes the third edition for the famous International educational booklet used by graphic arts people for twenty years. It's not a complete text on the graphic arts . . . but Pocket Pal is a complete condensation of all important phases, packed with 26 informative sections. Well worth the price of 50¢ for a topnotch educational aid. You can get a copy from International at 220 E. 42nd St., New York, N. Y.

П

MAGNESIUM ENGRAVINGS have been given added quality with a new etching process developed by Dow Chemical Co. For maximum efficiency, magnesium flats are pre-coated in quantity and processed in the Dow etching machine. Basil Smith System, one of the few engraving plants licensed to use the Dow Process can give you the complete story. Write to them for literature telling about their plates-by-mail plan. Address is P. O. 8169, Philadelphia 1, Pa.

Л

□ ANOTHER BIG MAILING of "Brands You Know" group coupons is scheduled to hit 27 markets late in March... covering cities from Boston to Honolulu. Handled by Western Empire Direct Adv. Co., 612 Howard St., San Francisco 5, Calif., the plan offers manufacturers any or all of the markets for a maximum cost of \$16.00 per M for two-coupon enclosures. Cost drops to \$12.00 for three, \$8.00 for 6. W-E prints

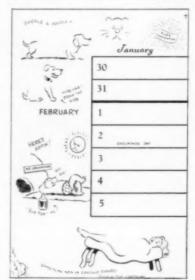
three-color coupons both sides, mail announcements to grocer levels, then mails the coupons to up-to-date consumer lists. Past success of the group plan has been tremendous.

JII

☐ BRACE YOURSELF for a barrage of special "weeks" and promotions during 1955. Theodore R. Sills & Co., Chicago, sent us a list of national observances upcoming this year which includes such important events as National Break-A-Cold Week, National Pickle Week, Save A Wife Week (use paperlates), National Baking Soda Week and an Autumn Yamilee, whatever that is, April is the month earmarked for a Canned Corn Carnival . . . but it could easily run concurrently with any of the others.

J.

☐ THE DOODLER'S DIARY is always a year-end treat from Wyncote, Pa., cartoonist Ray Thompson. It's a booklet form diary and calendar Ray sends to all his friends. Each page is loaded with



Ray's humorous sketches . . . most of them left unfinished for doodling. This year's diary is packed with his usual wit and whimsey.

JI.

☐ "HOW IMPORTANT Is An Increase In Your Sales?" That's the question asked in an impressive booklet of services from Taylor & Greenough Co. (advertising, sales consultants) 20-30 Beaver Rd., Wethersfield 9, Conn. Directed to "the executive concerned with sales", the booklet acts as an introduction to T & G's advertising and sales promotion methods . . . shows how their intelligent planning is coupled with effic-

BETTER HOMES & GARDENS

MEREDITH PUBLISHING COMPANY . DES MOINES 3, IOWA

December 3, 1954

Mr. E. W. Proctor, Jr. Guild Company 160 Engle Street Englewood, New Jersey

Dear Ed:

We're pleased to note the interest that brokers are focusing on the many problems of list reporting. For complete, accurate list information is vital to the success of every direct mail program.

Through the years, our tests of lists have often caused us to question the reliability of information given on the data cards. And such doubts have continually complicated our problem of list selection.

But your "certified" system now gives us an additional good reason to rely on the information which you present to us. List owners who will attest to the accuracy of their statements surely deserve the confidence which such action inspires.

The real plus-value of your "certified" plan has been your success in encouraging list owners to give us <u>detailed</u> information, Ed. And your efforts are certainly appreciated.

Sincerely yours,

BETTER HOMES & GARDENS

Circulation Manager

Wayne A. Miller:nm



THE "CHAMPION" CHRISTMAS CARD

Probably the undisputed "champion" of unusual Christmas cards this year was the holiday paper package shown above . . . mailed by Champion Paper and Fibre Company Hamilton, Ohio. The greeting consisted of a giant-sixed, brilliant red fibre mailing tube shown at the right. The boy is holding the top. When opened, it unfurled several lengths of beautiful Christmas ribbon for gift wrapping. Inside the tube were five large rolls of Champion's gargeous gift wrapping paper. The package made a dynamic as well as useful holiday greeting.

QUIZ OF THE MONTH: Who are the models above? (See page 41).

(Continued from page 8)

ient production for sales results. If planning and production of this booklet alone is used as a measure . . . they've certainly proved T & G has the knowhow. Excellent job.

17

☐ RETAIL STORES are paying more attention to direct mail than ever before reports Stores magazine, published by the National Retail Dry Goods Assn., 100 W. 31st St., New York, N. Y. Sept. issue carried an article by adman Philip I. Ross (Ross Co., 38 E. 57th St., New York 22, N.Y.) pointing out that some stores are now completely sold on d.m..

using it in a big way to reach new markets. They don't confine its use to charge account or selective lists, nor do they worry about personalizing. For some stores, d.m. has become a big medium. Oct. issue of the same magazine followed up the article with a 10-page spread . . . giving store management a complete primer on direct mail and what it can do for retailing.

J

☐ A NEW CODING METHOD has been incorporated into the 1955 edition of Bacon's Publicity Checker which lists 3058 publicity-receptive publications. Published annually by Bacon's Clipping Bureau, 343 So. Dearborn St., Chicago 4, Ill., the new edition codes the publications listed with reference numbers to show what type of publicity is used by each. Types include: New Products, Trade Literature, General News, Personnel, Coming Events, Articles (by-lined and staff), Financial, Letters, Questions and Answers, Book Reviews, Contracts Awarded, Film Reviews and Entertainment. Publications are classified into 99 market groups . . . with editor's name, circulation, issuance dates, etc. Price of the Checker is \$15.00

J

☐ ALL-PURPOSE METAL EQUIP-MENT CORP., Rochester, N. Y. manufacturers of traveling racks and other mailing room equipment, has been acquired by Markol Metal Products, Inc., new corporation in Rochester headed by Charles W. Kolmetz. Markol will continue to produce TR, Jr. and TR, Sr. traveling racks and other All-Purpose equipment as well as a new Markol line to be known as Multi-Purpose.

...

☐ LETTERS WE LIKE DEPT .: "If one of your problems is Sales, you'll find this letter worth your time and effort . . . If you don't need assistance, stop here! No use wasting your busy time." Might seem like a sort of negative letter headline . . . but at least it's an honest approach. National Foreman's Institute used it on a two-page sales letter for their Selling Knacks, cartoon-illustrated booklets for use as selling aids. The "If you don't need assistance, stop here" caution probably urged recipients to read turther . . . for how many don't have sales problems of one kind or another? The rest of the letter was a good answer for many of them.

JJ.

☐ J. M. FIRTH, president of Firth Bros., Ltd., Hamilton, Ont. clothes mfg., has built some fine goodwill for his company with a small "Thank You" folder. He sends a copy ("From The Office Of The President") to every retail customer a few weeks after their garments are delivered. Copy inside offers Mr. Firth's personal thanks and gratitude for the business. Firth Bros. is enjoying their 65th year in business this year... the little folder might be one of the reasons why.

☐ ACKERS MOTOR LINES, INC., Gastonia, N. C., said "Thank You" to their many customers by sending them a beautiful booklet illustrating Ackers' 20 years of trucking progress. Accompanying letter from president W. W. Ackers, Jr., explained they wanted to show customers the inner-workings of a company "you helped to build." Booklet is dedicated to customers and gives them an impressive picture of Ackers personnel and facilities. Its many pictures and completeness make it next best thing to a personal hand shake from Mr. Ackers. Fine job.

J

☐ DRAGON'S BLOOD is the name of a new four-page h.m. for Howlett & Smith, Ltd. (engravers), 295 George St., Toronto, Can. But it has no tales of knights in shining armor, etc. Gets its unusual title from "Etching powder" which for many years was made from Malayan rattan palm and called "Dragon's Blood". D·B, written and created by George Franklin, sales promotion, 223 Glengrove Ave., Toronto, and printed by Saturday Night Press, same city, contains a lot of worthwhile information about engravings.

☐ THE NATION'S FIREMEN received a national calendar tribute last month... via 200,000 full-color house hangers distributed by Brown & Bigelow, Minneapolis, Minn. The world's largest calendar producers distributed the calendars to customers, friends and business leaders as part of their year-end institutional program. The house hangers feature an oil painting of an old horse-drawn fire wagon, illustrated by Hollywood artist Paul Detlefson to honor the country's fire fighters.

П

MIRACLE ON STATE STREET: Here's a Christmas mailing production boner bound to give somebudy an ulcer. Chicago recipients of a beautiful toy catalogue produced for the Windy City's Carson Pirie Scott & Co. department store (1 State St.) were amazed to find the return order form stitched in the centerfold was for Higbee's department store in Cleveland, Ohio. Mailed from Dayton, Ohio, the catalog looked like a syndicated job . . . and chances are Cleveland recipients got the Carson Pirie Scott & Co. form in a Higbee catalog. Reminds us of the modern Christmas Classic Miracle On 34th Street in which Macy's good-spirited Santa Claus sent customers over to Gimbels!

□ OLD, BUT STILL PRODUCING is a new booklet from Caterpillar Tractor Co., Peoria, Ill. . . . picturing various Cat machines still on the job after 20 years of steady service. With many testimonials from users, the booklet shows heavy machinery buyers proof that Cat tractors last longer. Factory-to-consumer parts set-up is also emphasized to show



BEN FRANKLIN HISTORY: ANOTHER UNUSUAL CARD

Another unusual Christmas card was the one shown above . . . from Standard Pressed Steel Company, Jenkintown, Pa. Cover of the French-fold greeting depicted a December street scene in colonial Philadelphia showing the first street lamp designed by Benjamin Franklin. Inside, the SPS card shows Franklin sitting in a writing chair (which he is also credited with inventing) designing the lamp. The message, in old English type, was taken from Franklin's autobiography . . . tells about his idea for the lamp. Beautifully illustrated by artist James Reid, the card was the fifth in a series of historical scenes SPS has used to convey season's greetings.

that parts are always available for Cat's older models. This reporter enjoyed visiting Caterpillars Ad Department during recent trip to Peoria. Big time stuff. Will try to have a story on operation soon.

П

CITY COLLEGE Baruch School of Business (N. Y. C.) will offer six one-semester advertising workshops this Spring. The six workshops will include four-hour evening sessions on copy, production sales promotion, publicity-public relations, etc. One workshop will be devoted entirely to direct mail. The courses are designed for professional

advertising people and are also open to men and women who plan to enter the field. For information, contact the City College Commerce Center, 17 Lexington Ave., N. Y. C. Registration is on February 2, 3 and 4.

J

☐ PRODUCT OF THE MONTH DEPT.: Our supersonic Jet Age, and the high-powered cars piloted by high-speed drivers zooming through it, has prompted American Homecraft Co., 3714 Milwaukee Ave., Chicago 41, Ill. to unveil the latest automotive gimmick for people in a hurry . . Wind Silencers! Press release tells us that the Wind Silencers

When you sell by mail here's a tip from the experts to profit by . . .

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.



(NARTER MEMBER National Council of Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Avenue, New York 3, N. Y Please send us camplete details about more responsive lists for our direct mail or mail

Name______

There's only One DICKIERAYMOND

DIRECT ADVERTISING and

SALES PROMOTION

for 34 Years

Planning Writing Production



521 FIFTH AVENUE NEW YORK

SHERATON BUILDING 470 ATLANTIC AVENUE BOSTON

Short Notes

are "designed by aeronautical engineers to reduce wind-roar and noise to a gentle whisper." The silencers might do a swell job of quieting down wind pressure at high speeds . . . but they probably won't do a thing for the many crashes resulting from people going fast enough to need the product in the first place.

J

THOTEL MANAGEMENT will be interested in a new booklet by John Patafio titled Exploiting Hotel & Restaurant Sales Promotion With Direct Mail. Result of John's many years' experience in this field. His Ambassador Letter Service Co., 11-13 Stone St., New York 4, N.Y., is responsible for some of the leading hotel campaigns . . . and John has been a frequent speaker at many hotel group meetings. The 48-page booklet covers many phases of hotel and restaurant management . . . showing how direct mail can be applied to each. A number of pictures and sample pieces show how John does it at Ambassador.

J

THAT COUNT-THE-DIAMONDS CONTEST being run by Marks Brothers, Jewelers, 4125 No. Sheridan Rd., Peoria, Ill. is a good idea . . . but we'll bet the 3rd and 4th contest winners will kick like the devil. And we don't blame 'em. Marks sent out a self-mailer offering four prizes of genuine diamonds to recipients who could correctly count the number of diamonds printed in a maze on the mailer. But the small-print rules stipulated: "All 3rd and 4th Prizes must be mounted in an article of gold or platinum at a nominal labor charge." Like so many contests, this one costs you money to win. It'll be interesting to see how many Loreleis fall for that one.

П

☐ MIMEOSCOPE EXCHANGE is a new idea for exchanging stenciled art work between mimeograph users. You run off 50 or more extra copies of any scope work . . . mail 10 or more different pieces to each member on a furnished list. You get back different samples. Dues are \$3.00. If interested, write to Alice Cabral, chairman, at Cabral Letter Service, 99 Chauncy St., Boston 11, Mass.

J

☐ SECOND EDITION of the Greater New York Industrial Directory has just been published. Contains 1364 pages listing 32, 659 manufacturing firms alphas betically by counties. Each listing gives name, address, phone, product or service, capitalization, plant size, territory covered and complete names of all departmental heads. Directory sells for \$40.00 per copy. Write to G. N. Y. I. D. at 401 Broadway, New York 13, N. Y.

M

CHRISTMAS CARDS are filled with all types of verse . . . but there probably wasn't a more original exchange this past yuletide than the one between Christmas card producers Atlantic Advertising, Inc., 24 So. North Carolina Ave., Atlantic City, N.J., and an impatient customer inquiring about his shipment of labels. He wrote AA's Horace Blitz: "I sent my dough a month ago - But where o' where did my labels go?" Horace answered: "Thanks for your inquiry as to where are your labels. We have thousands of orders piled on tables. Patience is a virtue - that you know. If we can't ship soon - we'll return your dough." AA finally got the poet's order off . . . and, Horace reports, about 16,000 others this year as well.

J

☐ SEX OF THE MONTH DEPT.: An eye-opening "catalog" from Brevel Products Corp., (turntables and motion devices), 214 Sullivan St., New York 12, N.Y. has as its main feature . . . a model doing an uncensored striptease.



Produced by DuFine-Kaufman, Inc. (advertising), 103 Park Ave., New York 17, N.Y., it has the lovely lady doing her disrobing in twelve different poses while perched on a Brevel Vue-More Turntable. Each pose is bound into a matchbook format . . . for easy flipping through. Catchy captions for each pose try to draw attention to Vue-More: "Pardon me, I'm just burning with this turning, turning!" The piece is bound to have a lot of distributors and salesmen flipping. While we're on the subject . . . get a copy of last month's Art Director & Studio News and catch that photographer's ad on page 11. Its headline mentions soup . . . but the ad really takes the cake.

(Continued on page 42)

NOW YOU CAN ENJOY WIDER USE OF THE MAILS AT SAVINGS THAT PAY OFF HANDSOMELY

GREATLY ENLARGES
MAILING POSSIBILITIES

SLASHES OPERATING
COSTS BY 80%



Push a button! Inserting & Mailing Machine takes over costly, time-consuming mailing preparation. No bored, lackadaisical hand workers; no robbing other departments to get out routine mailings. Your machine gathers up to 8 enclosures, inserts in envelope, seals, meters postage, counts and stacks. It replaces dozens of clerks, saves floor space, eliminates supervision — often cuts costs by 80%.

This new efficiency goes deeper than economy. Your *Inserting & Mailing Machine* is always ready to go. You'll find it easy to reach salesmen, jobbers, retailers, employees, stockholders, subscribers, suppliers; in fact, all the folks you sell or service. Today these mailings can be important.

See Savings Before You Buy..

Get the facts. We will prepare a time-cost study, showing your present costs and the savings you will make with mechanization. Figures will be left for your review. Just ask for Analysis & Proposal.

INSERTING AND MAILING MACHINE CO.

PHILLIPSBURG, NEW JERSEY

MAIL MORE, SPEND LESS ... WITH MECHANIZATION

- advertising, sales promotion
- bills, statements, price lists, premium notices
- · public relations and publicity
- stockholder mailings
- magazines, newspapers, reports
- · catalog and house organs

WIDER HORIZONS WITH
MECHANIZED MAILING.
Use the coupon to receive this
interesting illustrated booklet.

interesting illustrated booklet.

			PHILL	IPSBURG,	NI	EW .	JERSEY	
				LYSIS				M
relating	10	OHF	mass	mailing	01	era	tion.	

☐ Send us WIDER HORIZONS WITH MECHANIZED MAILING.

11	ndividual
11	irm
11	Address

GATHERS ENCLOSURES INSERTS INTO ENVELOPE SEALS ENVELOPE PRINTS POSTAGE INDICIA COUNTS & STACES

R-1-55

THE DECEMBER 30th STORY

Reported by H. H.

On the outskirts of my birthplace Baltimore, driving to New York, I nearly ran down a bedraggled lady ... but more of her later.

December thirtieth, 1954 . . . the newspaper publishers moved in and showed they could be the real bosses of the Post Office Department. On that day Postmaster General Summerfield succumbed to newspaper pressure and signed the order revoking the money-saving Patron Mail regulation.

It's too bad we have to spoil the other more optimistic Post Office story (page 3) by adding this report of a mess... but you probably won't get the whole truth from any other source. It might have been better to hold the Richardson "Salute" until next month and substitute on our cover a picture of the Post Office Department building with a new door plate... "Branch Office of the Newspaper Publishers."

This reporter just accidentally happened to be in Washington the week of December 26, (attending and speaking at the annual convention of American Business Writing Association) when the rumors started flying that Summerfield would capitulate.

Spent many hours in the Post Office Department trying to find out what was going on . . . and urging (without success) that a final decision be delayed until researches on the advantages and/or disadvantages of patron mail could be completed. It didn't look like good business tactics (promised by the PMG) to fall for the phony, trumped-up propaganda campaign before the researches (ordered by the PMG himself) could be completed.

Everybody and his brother seemed to recognize that the newspaper campaign against patron mail, and all third class mail, was a carefully planned program. The words "junk mail" provided the propaganda hook . . . with downright lies and deliberate distortions following.

Even the reputable Christian Science Monitor fell for and reprinted the story that "junk mail" costs advertisers only 1½¢ for each 8 ounces. Many newspaper stories (as previously reported here) definitely gave the impression that third class mail was being carried by the Post Office free of charge, or practically free.

Behind the newspaper stories other strings were being pulled. Thousands of letters (many of them phony plants or stimulated by the untruthful newspaper campaign) were being sent to Congressmen, complaining about the "flood of mail." (Actually direct mail has only increased about 6% this past year.) Congressmen were cornered back home; were shown the newspaper clippings; and were led to believe that there was a national hysteria against advertising by mail. Many of

these Congressmen cornered Summerfield and protested about something they knew nothing about.

Another drive was even more successful. By some behind-the-scenes maneuvering, housewives (possibly mates of newspaper employees) were induced to save their advertising mail, bundle it up and ship to the Postmaster General's home with letters of protest. During the closing days of December these tactics reached flood proportions.

And the big trouble was . . . the Postmaster General wasn't getting enough visible or vocal support from the organizations connected with direct mail and the graphic arts. (Although the PMG knew the Direct Mail Advertising Association had "in the works" a smashing answer to all the attacks. It had taken time to gather material after the October Reader's Digest story which sparked the nation-wide newspaper campaign. The DMAA story, ready for the press, had to be killed following the December 30 ruling.)

At any rate the rumor went the Washington rounds that Mr. Summer-field had been threatened with lack of sponsorship for his new rate bill if he continued patron mail. Some advisers wanted him to wait and let Congress take the blame for throwing out a money-saving operation . . . but

THE TRUTH ABOUT POSTAL REVENUES

DURING FISCAL 1953:

Publishers (Second Class) paid 58 million dollars to the Post Office for handling 2,500,000,000 pounds! Included were 75,000,000 in-county pounds mailed free!

WHILE

Direct Mail (Third Class) paid 218 million dollars to the Post Office for handling only 727,000,000 pounds!



WHOSE MAIL IS REALLY BREAKING THE BACKS OF POSTAL EMPLOYEES . . . AT A PITTANCE OF ITS ACTUAL COST?

other advisers urged him to beat Congress to the punch . . . which is why he capitulated on December 30, just a few days before Congress was scheduled to convene. One shrewd and experienced lobbyist was right when he told this reporter, "Things are decided in Washington not on the merits of the solution but on political expediency."

Evidence had been mounting daily that "patron mailings" were definitely saving money for the Post Office and were proving successful for those who learned to use them right (in spite of negative newspaper propaganda). We have numerous case histories of savings and loan organizations uncovering many new accounts by patron mailings. Department stores were learning to use them. But the newspaper boys howled that they were losing money by the competition. So they wanted the competition legislated out of business.

There's another Washington rumor that a confused Congressman (controlled by a newspaper) will actually introduce a bill to eliminate entirely third class mail from the postal structure. That would be a real fight . . . with the Post Office forced into the position of admitting that even at present rates, third class mail pays its own way because it fills the idle time work gap of employees necessary to handle first and second class mail.

The newspaper publishers are probably chuckling at their great victory ... forcing the Post Office to do their bidding. But when the new rate bill comes up they will be hard-pressed for arguments to prevent a raise in second class rates. They have destroyed, by their dirty tactics, the one big chance the Post Office had to decrease "deficits," to save money on mail handling. Just as patron mail has done in Canada. So what now?

How can the newspapers answer the argument advanced by Harry Maginnis (executive manager, Associated Third Class Mail Users)?:

"Since third class mail has been the subject of a united attack by the press, it might be well to outline some facts regarding this category of mail.

"Revenues from third class mail in fiscal 1953 were 218 million dollars, covering 727 million pounds. This is in contrast to the 58 million dollars paid by second class which includes newspapers, for 2,500,000,000 pounds."

Read those figures again. The publishers paid only 58 million dollars to the Post Office to handle 2½ billion pounds... while direct mail paid 218 million dollars (nearly four times more) for only 727 million pounds. Making the picture worse is the seldom revealed fact that more than 75 million pounds of newspapers were mailed absolutely free (in county).

Whose mail is breaking the postal carriers' backs . . . at a pittance of its actual cost? But who will print those figures . . . except *The Reporter?* Not the newspapers or the general magazines. Even if 2nd class rates were doubled by Congress, the increased revenue would be only a drop in the deficit bucket. The publishers howled against even a 10% boost.

We think the newspapers will be in further trouble if and when the "little" businessmen of the country find out the truth about the deal pulled against them. The only ones to tell them are fellows like Les Gaupp in Pittsburgh, Ed Monahan in New Orleans, Iim Curtin in Toledo, Leo Bernheimer, Jr., in Boston and a few other local lettershops and printers who have put up a valiant hometown fight to counteract unfair newspaper attacks on their livelihood. They can now show their customers that the newspapers were so damn scared of direct mail competition that they tried to destroy it. Ergo . . . direct mail must be good. This reporter would use those tactics if he were back in the business today. What next? Calls are coming in

What next? Calls are coming in asking for advice on what can be done. The answer is . . . very little. The organized efforts for counterattack were too late in getting started. Three months too late. Too many people in direct mail circles were uncer-

MAPRY RETURNS

Yes, Many Happy Returns and

Many Profitable Returns to you during

We do hope that during '55 you will include Cupples Personalized envelopes in your mailing schedules. Your doing so will insure both increased and profitable returns for you.

Our Art Department will welcome an opportunity to submit sketches for your envelopes, designed for your individual mailings. Call or write today.

upples

envelope co., inc.

360 Furman Street • Brooklyn 1, New York
 Offices in Boston, Washington & Philadelphia

tain whether they were for or against patron mail; whether patron mail (mishandled) might hurt other types . . . not realizing that if patron mail provided a profitable Post Office operation, it might help to avoid third class postal increases.

Of course, a miracle might happen if enough of you talked to your Congressmen and convinced them that they've been deluded by a phony campaign . . . or if enough of you wired PMG Summerfield that he was unwise in capitulating to an organized campaign of untruths to save the skins of the publishers. Demand that the Post Office publish the real facts about patron mail savings. Demand also that the expiration date be extended to allow further study. Ask why, if patron mail is no good, the Post Office continues the rural patron mail. We all face a bitter and knockdown fight on the whole postal rate situation. And you won't be able to believe much of what you hear or read.

Driving back from Washington a few hours after I saw the official release announcing that patron mail was being discontinued as of March 31, 1955, "because the results had not satisfactorily met the objectives . . . of reducing the huge losses of handling third class mail" (bunk) . . . I turned on the radio and heard the first newscast. A jolly voiced announcer (reading a press report) said "Postmaster General Summerfield today gave the housewives of America a welcome New Year's gift. No longer will their mailboxes be cluttered with junk mail." Etc., etc., ad nauseam.

WATCH OUT! Don't hit that lady along the road in tattered, dirty clothes! Who is she? Oh, that's *Truth* running away from Washington after getting raped by *The Press.* Her daughter, Time, will have to find the answers.

IF ANY READERS OF THE REPORTER WISH TO REPRODUCE THIS REPORT TO SEND TO CONGRESSMEN OR OTHER INTERESTED PARTIES . . . PLEASE FEEL FREE TO REPRODUCE WITHOUT FURTHER PERMISSION AND WITHOUT CONSIDERATION OF OUR COPYRIGHT NOTICE.

"Reed-able Copy"

A New Monthly Copy Clinic

Conducted by Orville (Bus) Reed



Reporter's Note: We promised last month (see December 1954 Cover and page 3 story) to start a C-O-P-Y Clinic first of year. Here is first installment. No introduction of conductor necessary as we covered his background history thoroughly in December.

This may turn out to be a controversial department. If you send

us copy for analysis or criticism be sure to state whether your name can be used. If in doubt . . . we will try to avoid mentioning names whenever the criticism is negative.

Send your questions or copy to The Reporter direct, or to Orville Reed at 106 N, State Street, Howell, Michigan.

MY NECK is way out to here. But I've had a feeling for a long time that the direct mail business needs some of the things I'm trying to do in this space. And I'm perfectly willing to run the chance of getting my head chopped off. The end (mine) seems to be justified by the help I might give those who write direct mail and mail order copy.

As you know, almost everything about direct mail is discussed quite generally with the exception of one subject — COPY. Oh, I know, direct mail and mail order letters are reproduced in many publications with accompanying comments to the effect that they're "good" or "poor." At every convention you attend, somebody is sure to hold up a letter and say: "This letter pulled 10% returns."

You can get a lot of information about WHAT to do in the way of copy, but precious little about HOW to do it.

What I'll try to do here is give you ideas you can run through your own typewriter to make your copy more effective.

I'll quote a lot of copy, try to analyze it, and suggest ways to improve it. My only yardstick will be "Is it convincing, and does it make the prospect WANT what's being offered?"

You won't find here any details of tests. You won't find any discussion of format. Nor will you find information about mailing lists, mailing dates, printing processes, as fascinating as those subjects are. The entire department will be devoted to a discussion of copy and how to write it effectively.

Now that I've told you what this department is not going to do, let's start out and show you what it is going to try to do.

Are You Throwing Up Barriers?

MANY direct mail advertisers seem to go out of their way to make it hard for a prospect to inquire or buy. I have before me a very good letter which does an excellent job of enumerating the "general benefits" of a product. But, in the fina aragraph this letter throws up a barrier by requesting the the reader ask to be sold.

This last paragraph reads: "Write us today! With no chligation on your part, we'll be happy to send you full information, together with the name of our nearest sales and service office."

What we can't understand is why they don't send this "full information" in this letter. Instead of asking me to go to the time, trouble and expense of writing them a letter—why not include "the name of our nearest sales and service office."

The letter adds a further burden in a postscript which reads: "When you write, be sure to ask for our free simplified analysis sheet that will permit you to see for yourself just how much the (product) will mean to you in time and dollar savings." They're giving me too much to do. I'm too busy to enter into protracted correspondence trying to get enough information to find out where and how I can buy this product.

Wouldn't it have been better to send me the anlaysis sheet and have the letter read something like this: "The attached analysis sheet shows you how to speed up production and cut costs. It explains how you can get out more work at less cost when you use the (product). Look it over carefully. It could mean many extra profit dollars for you. If we have left any of your questions unanswered, just pick up your phone, call (telephone number), and Mr. Jones, our branch manager at (address) will be glad to answer your questions."

Don't "Brush off" Inquiries

WHEN it comes to answering inquiries it is very dangerous to judge the worth of such inquiries hastily.

Recently I wrote a radio station asking for copy of a survey they had publicized widely. The letter I got back read: "Due to the high cost of publishing this (name of survey) we are forced to limit our distribution to advertisers and/or advertising agencies. If you fall into any such category, I would appreciate hearing from you explaining the situation."

Here's a radio station with a survey they use to give prospective advertisers reasons why they should buy their time. But when they get an inquiry they ask the inquirer to qualify in order to put himself in a position to be sold.

How much better it would have been had this letter read something like this:

"We're delighted to know of your interest in (name of survey). The survey is divided into 3 important sections covering (1) extent of the audience; (2) per capita wealth of the audience; and (3) a breakdown of the andience by vocation.

"Due to the high cost of publishing this study, we do not want to send you any un-necessary material, but certainly want to give you the portion of the study that will heip you most.

"Will you please indicate on the attached postage-free card which portion I may send If all three are of interest to you, let me know and the entire study will be sent to you by return mail."

When my inquiry for this survey was received, the fellow answering the inquiry probably figured I wasn't a prospect for radio time because my letterhead lets it be known I'm in the direct mail business. That's true. I'm not a prospect for radio time. But I have a client who plans to do some radio advertising and I'm collecting information for him to use in basing his decision.

Don't Worship Brevity

Y OU hear it every day—"A busy man won't read a long letter." That's one of the many half-truths that have grown up in direct mail.

Whether a busy man will or will not read your copy is strictly up to you, the copywriter. If it's interesting, if it deftly leads his mind, sentence by sentence, through the copy, showing him at every turn what self-b-nefit he can get out of what you offer, he'll read what you have to say.

For instance, here's a postscript on a letter sent out by a department store: "Free parking for customers." That's only 4 words. How much better to use 17 words, such as: "Drive to our parking lot. An attendant will park your car for you. We pay the bill."

The first postscript states a fact. The suggested revised P.S. includes some "sell" with the statement. It sells the idea of "convenience" and "no trouble." And instead of the over-worked word FREE, "We pay the bill says, in effect, "It costs us money to maintain this parking lot. But we're willing to pay for your parking because your trade is so important to us."

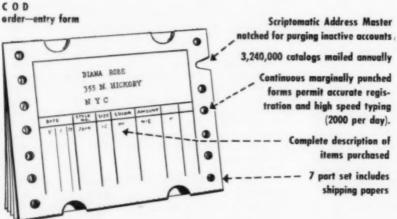
HERE'S HOW SCRIPTOMATIC HELPS A MAIL ORDER COMPANY

Scriptomatic Can Help You, Too ... to get flexibility and low cost in your address masters.

A mail order house with 810,000 active customers and \$7 million annual volume installed the Scriptomatic system to gain substantial benefits not obtainable by any other means.

In one brief writing operation, using Standard Register continuous forms on electric typewriters, they create both a Scriptomatic addressing machine master and a separate set or sets of shipping papers. Since the master is an inexpensive by-product of the typing operation they simply discard it when a new order comes in from the customer. These card and improve accounting and catalog mailing procedures. They are housed in one fifth the space required by former address masters. Most important, in 15

masters minimize checking problems minutes after mail is opened a processed order can be in the hands of the "pickers." Scriptomatic Address Master



Write for actual case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your specific procedures.

Deriptomatic

SCRIPTOMATIC INC.

300-316 North 11th Street, Philadelphia 7, Pa.

Don't Get Carried Away About YOU

JOW here's a "don't." Don't get so enthusiastic about your product - how it is made, its ruggedness, its beauty-that you forget to tell the prospect the one thing he's most interested in. Keep this anecdote close to your typewriter:

An old lady went into a store and told the salesman she wanted to buy a stove. Then she listened meekly and patiently to his sales chatter; heard about non-corroding bolts and patented insulation and the thick gauge of the metal, and about tricky gadgets and combustion chambers. When the salesman stopped to get his breath she still waited with patient expectancy. So the salesman asked her: "I've told you everything. Is there anything else you'd like to know?"

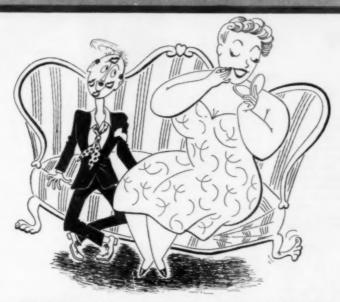
"Yes, sir," she said. "Will it keep two old ladies warm?"

The Long and Short of it

T O demonstrate how dangerous it is to generalize when talking about copy, here's a well-known, oft-printed classic in the advertising business:

Once upon a time there was a young man trying to write a piece of copy describing a new kind of soap. Here's what he wrote: "The alkaline element and vegetable fats in this product are blended in such a way as to secure the highest quality of saponification, along with a specific gravity that keeps it on top of the water, relieving the bather of the trouble and annoyance of fishing around for it at the bottom of the tub during his ablutions." A more experienced writer later said the same thing in two words:

In the case of the department store's free parking postscript, 17 words do a better job than 4 words. In the case of the soap description, two words told the story much better than 58 words.



IMPRESSIVE FOR IMPRESSIONS

What more do you want in a duplicating paper than trouble free performance and clear sharp impressions?

And what less should you put up with? The answers — nothing more, nothing less! If you get smudgy, wrinkled or indistinct copy, here's the right answer. Try Eastern papers because they are especially designed for office duplicating machine work. The special surfacing and sizing for each process — the scientifically controlled moisture content and the

precision trimmed edges assure clean copy, clear copy every time.

For improved impressions and faster-running performance try one of these Eastern office papers.

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

ATLANTIC BOND BUSINESS PAPER B

Techniques

YS.

Copy



By M. A. Pollen

Reporter's Note: Here is a slightly controversial answer to Bus Reed's challenge for DMAA program committees. What does Main Street want . . . or need? Direct Mail consultant M. A. Pollen, 30 West 15th St., New York 11, N. Y. gives us his ideas. And they are worth reading and romembering. Mr. Pollen has been teaching direct mail to student classas for years . . . currently at Hunter College in N.Y. Next semester starts Feb. 10 — 6:50 p.m. to 8:30 p.m. each Thurs. evening.

Orville Reed has raised his voice against the empty words that fill the air at direct mail conventions. For this he deserves special praise.

Mr. Reed wants the panel leaders to get down to business, and share with the Main Street boys all the tricks in the mail order "trade."

And there are many helpful tricks, or techniques to learn in our field: Most of them deal with lists, formats, mailing schedules, sources of supply, duplicating machines, premiums, special offers, closing strategies, and with the physical structure of the letter itself.

But, alas, there are absolutely no tricks to the actual wording of a letter. There is no technique that tells you which of any 10 words to use in a short sentence. There is no formula, no easy way to make a fellow read that sentence, even if you offer him the world on a silver platter.

It matters little whether this offer is put into the first or second paragraph. The offer may still be less inspiring to read than a laundry list . . . You can print the third paragraph in red — but the words themselves may be dull-grey . . . You can indent the fourth paragraph, and still fail to put a dent in the prospect's mind . . . You can pull the entire letter apart, like the petals of a flower — and miss the "scent" of a potential sale!

What I'm trying to say is that letter

writing is an art, and not a technique—not a mere skill of juggling and arranging words or paragraphs... All the techniques and "how-to's" in the world will never make a sales message come to life without inspired copy. Such copy is the monopoly of one human being who has a nice feeling for words, for people, and for the product itself.

And you can no more transfer that nice feeling to several hundred DMAA members at a meeting than you can jump over the moon!... Copywriting is a solitary act of faith; it is a slow, painful effort to talk to people who want to slam the door in your face!

What CAN You Share?

To keep the door at least partly open, one can profitably resort to the 101 devices that Mr. Reed is so anxious to share with all the mail users in the country.

But a sales writer can never share with any living soul his nimble wit, his facility with words, his enthusiasm with the product or service, his cultural background, his understanding of human needs and desires, his missionary instinct, and his common sense. When a copywriter possesses these qualities of heart and mind, he can throw the book of tricks right out of the window — and still do a wonderful selling job on paper.

However, the best direct mail copy in the world is written only to legitimate and select groups of prospects. From each group the writer can draw some sort of mental picture of the average reader, and can safely inject a friendly, personal tone into his message. The tone will never be phony if the copy man actually identifies himself with the needs of his prospect . . . if he actually pictures the reader as a living soul — as an identity, and not as a stencil.

This faculty of putting yourself in

the reader's shoes is the one urgent "must" in all selling copy — and supersedes every gadget and device that can easily be employed by all the competitive users of the mail.

The Basic Question

All of which finally leads up to the basic question:- Can direct mail be used effectively as a mass medium? It is a question that directly ties in with the modern craving for short cuts, formulas, and "how-to's" in mail selling.

It would seem that the bigger your list is — the less appealing is your copy, and the more obliged you are to lean on the 57 varieties of techniques to bring in a tiny percentage of orders.

Now, a 1% return may be good enough to a publisher whose mind is on advertising space sales, or on subscription renewals. In this case, the publisher uses the mail as an expendable medium. But the same 1% return fails to impress the 98% of the country's executives who are not in the mail order business, and who gain an entirely wrong impression of the power of direct mail as a sales promotion tool.

How To Kill the "Junk" Attitude

This explains why so many leaders in the commercial and industrial field still look at direct mail as "junk," as a nuisance to be tolerated or condoned . . . Such an attitude is based on sheer ignorance of what a well-written, pertinent, and warm-hearted sales message can accomplish for the average firm that is engaged in the regular channels of trade.

Such firms have no earthly use for rented names, or "sucker" lists, or even 'patron" names. They solicit legitimate and honest-to-God prospects, and yet fail to supplement expensive shoe leather with cheap postage. To be sure the list brokers would starve to death trying to cultivate these bakers and candlestick makers - these "babes in the woods," But for the DMAA it is a heaven-sent opportunity to triple their membership by doing a little missionary work. All they need to do is open the eyes of tens of thousands of bankers, brokers, jobbers, manufacturers, and store keepers to the benefits of direct mail as an indispensable tool in running a business.

It is these Main Street folks who have to be initiated into the "mysteries" of mail promotion. They are the ones who need to learn the ABC of good letter writing — more urgently than they need the professional techniques used by mass mail users.

ANNOUNCING a **new** pre-sensitized aluminum lithograph at a new

plate

low price save up to

00

25c per plate

0

00

new all-metal plate

10 x 15 STRAIGHT EDGE

10×15% SERRATED

*can be used where slotted edge plates are recommended

10 x 16 STRAIGHT EDGE

Made of grainless aluminum to insure dimensional stability and top-quality reproductions of halftones, solids or line work.

- simple, fast processing—after exposure, plate need only be desensitized for shorter runs. An additional, easy, lacquering operation readies it for longer runs.
- produces up to 5000 copies
- · does not curl in filing
- has extremely wide operating latitude in processing and on the press
- developed* and manufactured entirely by
 A. B. Dick Company—100 per cent inspection insures consistent performance
- complete operating instructions with each package of plates

AND—at a NEW LOW PRICE—that saves you as much as 25c per plate—

For more information call your A. B. Dick Company distributor. You will find him listed under Duplicating Machines in the classified section of your phone book. Or, mail coupon below.



A. B. DICK COMPANY 5700 Touhy Avenue Chicago 31, Illinois

Organization.

Without obligation send information about your new presensitized aluminum lithograph plate.

R-155

Name_____Position____

Address

City_____State____

A. B. DSCK and S to a registered trademark of A. R. Dick Compan *patret applied fo

END-OF-THE-YEAR ROUND-UP-OF

THIS & THAT

- The Boston folks gave a surprise testimonial dinner to Ray Strawbridge on November 30 . . . in recognition of his hard work as steering committee chairman for the Direct Mail Advertising Association convention. This reporter, accompanied by Kitty, Stew Jurist (DMAA) and Ed Mayer, attended and enjoyed every minute of the reunion, even if we did get some digs about the "convention report."
- A flying-speaking trip to Peoria, Illinois, was also enjoyed by this reporter. Alma Wilson, Flavel Shurtleff and others put on a big publicity drive for Direct Mail Day on December 6 and oversold the Pere Marquette main ballroom. Quite a successful hullabaloo. The Peoria Ad Club gets top billing in our record book. Wonderful treatment for speakers, from time of arrival to last minute of departure. Nothing missing. Certain other advertising clubs could well follow the Peoria technique.
- On the way back home stopped for a day at the Morrison in Chicago . . . to "case the joint" in anticipation of the September 1955 Direct Mail Advertising Association convention. Along with Mary Lou Groves and Peggy Greenlaw, visited with Roy Powell and Miss Hart of the convention sales office. Saw samples of most of the suites (beautiful) and went over the layout for the exhibit hall and the meeting rooms (all on one floor). We think the setup is just right and there

shouldn't be any repetition of some of the "obstacles" which existed in the past.

For those who want suites or special accommodations, we suggest that you write to Mr. Powell or Miss Hart quickly. The convention committees, headed by Charlie Downs of Abbott Laboratories, are already functioning and laying big plans to give you a profitable and pleasurable time next fall.

- Enjoyed reading a good article about direct mail in the December 1954 issue of *The National Savings and Loan Journal*. Written by Ferd Nauheim, direct mail consultant, located in the Woodward Building, Washington 5, D. C. Well worth reading. You might get a copy by writing to Ferd, or by sending 40¢ to the National Savings and Loan League, 907 Ring Building, 18th & M Sts., N. W., Washington 6, D. C.
- Glad to correct an accidental omission in our listing of the members of Jess Roberts' Code of Ethics Committee (November Reporter). For somereason the last line got lost. It should have contained the name of Whitt N. Schultz, Public Relations Dept., Illinois Bell Telephone Co., 208 W. Washington St., Chicago 6, Ill.
- Every once in a while someone wants to know the address of the British Direct Mail Advertising Association. Even though we have printed

it before, here it is again. The secretary's name is: Laurence Springett. The address is: 53 Victoria St., London, S. W. 1, England.

- December is getting to be a frantic month . . . a month of nearly daily crises. In 1953 . . . we had the period of newspaper exposures and legislative hearings concerning the charity rackets. The year before it was something else. December 1954 saw the hysteria on the part of the newspapers against direct mail reach its peak (see December issue, page 17, for most of the story). Behind the scenes there were many meetings and long-distance phone calls. The direct mail fraternity finally got going. But too late. See page 14 for the final showdown.
- Our congratuations go to Ed. Monahan of Monahan Bros., 339 Carondelet St., New Orleans 12, Louisiana, for being the first to get his rebuttal against local attacks into the mails. He flooded New Orleans businessmen with open letters to the publishers of the three New Orleans papers. Excellent arguments presented in a dignified way.

Ed. also mailed a special bulletin entitled, "Whose side are you on Mr. Postman?" to the home of every letter carrier in the area. It gave all the reasons why the carriers should not oppose a plan which might help to decrease the postal deficit; and why the postal carriers should not assist in any

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attack on third class mail, the income from which helps to pay their salaries.

- The Mail Advertising Service Association of Detroit mailed a special bulletin to all of their members on December 20, asking for concerted action in combating the newspaper campaign against third class mail. The bulletin listed the four major untruths which the newspapers are publishing and the counteracting answers. Enclosed with this bulletin was a complete set of the material issued by member Ed. Monahan of New Orleans.
- The Direct Mail Advertising Association Board, on December 10, unanimously approved a plan to combat the negative newspaper publicity.

As we said before, it makes no difference whether you are personally for or against Patron Mail. The newspapers have simply used that phase of the postal service as the basis for a combined attack on all third class.

• Oh, my! Some newspapers are reviving that ancient attack on direct mail originated by the late Arthur Brisbane. The Newburgh (N.Y.) News recently ran a display house ad blocked into the space just the size of a government postal card. It attempted to prove that "this much space on a postal card sent to the 17,000 subscribers of the Newburgh News would cost \$545, whereas the same amount of space in the Newburgh News would cost only \$20.70." The punch line: "The newspaper ad reaches the reader — the postal card generally reaches the waste-

basket!" That is the silliest argument in the whole world of advertising confusion. The designer of such an advertisement is taking about two entirely unrelated things.

• Behind the scenes . . . there has been a lot of discussion of how much harm the newspaper campaign has actually done. From some localities, we got the news that stories in the *Press* hurt the printing and lettershop business at least temporarily. Other stories indicated that large mailers were being deluged with returned pieces marked "refused." But we have been checking all over the map and cannot report anything definite, or at least not anything pessimistic.

A number of mail order gift sellers say the 1954 season was way ahead of 1953. List brokers have told us that bookings for January list rentals were the biggest in history. So the big mailers must not be too much afraid of the "big, bad wolf." On the other hand, we have had reports from local mailers, such as consumer finance and savings and loan concerns, saying that the newspaper publicity definitely decreased returns from patron type mailings. We will have to sit back . . . wait and see.

· Also behind the scenes during December . . . a lot of confusion about the new Post Office ruling requiring third class mail users to place inside permit indicia the words "bulk rate." This to take the place of the old "P. L. & R. 34.66," now out of date on account of the revised Postal Manual. Many mailers objected to this wording which seems to have a bad connotation. Perhaps they are sensitive because of the newspaper campaign against "junk mail." Envelope manufacturers and printers were deluged with protests. So was the Post Office Department. Finally, after weeks of negotiation, the Post Office Department agreed, on December 21, to delay indefinitely (but temporarily) the effective date of the new regulation. Both the DMAA and Reporter offices contacted large users and other associations with news that old permit plates could be continued. All old stock could be

In the meantime, the Post Office has asked for suggestions on a substitute for the "bulk rate" wording. If you have any ideas, shoot them along to Postmaster General Summerfield. Our first suggestion was . . . don't have anything appear in the permit indicia except the permit number. But

the Post Office wants to differentiate between third class bulk, book rate, catalog rate, non-profit organization rate, etc. So the simple solution to us would be . . . let third class mailers put the initials "BR" after the permit number. That would identify each piece to postal employees. The public doesn't need to know what rate is used.

· We were glad to see our old friend, Karl M. Wehinger, get some deserved recognition. At the Los Angeles convention of the National Employment Board, Karl was given the top 1951 memorial award for distinguished service to the employment agencies of America. And was given first place for overall excellence in advertising and printing. Karl is president of Wehinger Service (employment consultants), 180 Broadway, New York, N. Y. His monthly bulletins and other promotions have been mentioned at various times in The Reporter and his outstanding direct mail campaigns have won NEB awards both in 1952 and 1953. He has learned a lot about good advertising in his more than a quartercentury in business. He is generous in sharing his knowledge with others.



Karl Wehinger (left) receives award from Rodney Quinby, N.E.B. Pres.

• Might as well get this off my chest. Christmas, 1954, is over . . . and it is a relief. During the height of advance ballyhoo some columnist (can't remember his name) defined a hick town as a place where they don't bring out the Christmas decorations or sing carols until Christmas Eve. Maybe that is what Christmas needs . . . to revert to the customs of the old hick town. I can remember Chambersburg where none of us kids saw a Christmas tree until Christmas Eve at the Falling Spring Church. And the first carols were sung that evening. Always a fresh, awe-inspiring breathless occasion. This year we were inclined to agree with George S. Kaufman. Television, radio and local loudspeaker promotions with incessant repetition have just about destroyed the meaning of Silent Night and Little Town of Bethlehem. Or am I just getting old and grouchy?



QUESTION:

How much can you afford to pay for an order?

AN AUDIENCE ANSWERS THE PANEL

"How much can you afford to pay for an order?"

If you were in Ben Franklin Hall of the New York Advertising Club on the night of December 7th, you would have heard Arthur Martin Karl, president of Names Unlimited, ask that question. As moderator, he asked it to tee off another of his mail order Extension Table sessions.

He wanted an answer from panel experts A. Gardner Gild's, McGraw-Hill Publishing Co.; A huon Robinson, Research Institute of America; Lloyd Wood, National Wildlife Federation; Max Sackheim, Maxwell Sackheim Advertising; James Connell, Kiplinger Washington Agency; and Alan Deyoe, Popular Mechanics magazine.

Lloyd Wood started the ball rolling by pointing out some of the special problems his federation has in their fund-raising-with-stamps operation . . . then startled both panel and audience by announcing that in spite of problems, the federation has averaged a 68% mailing return.

Gardner Gibbs picked it up and explained how McGraw-Hill handles

subscriptions to their many publications but gave no insight to concrete costs. Alan Deyoe, whose Popular Mechanics circulation is purposely held at its present level because of magazine production and distribution costs, said the question was a touchy subject for him. But he did explain some of other efforts in addition to PM . . . namely circulation promotion of some relatively unknown titles put out by his company in addition to PM. These publications, he said, carry no advertising yet do proportionately as well as the world-wide PM. They are Do-It-Yourself and other "mechanics" books sold direct to specific lists.

Ashton Robinson voiced his opinion that while costs are ostensibly a management and accounting function, the direct mail department should be quick to make any important recommendations which will influence management's decision on the promotion budget. But he also had the theory that there can be no formula for cost research.

Frank Shames of Florida Fashions (who was sitting in on the panel as guest "listener") drew a laugh when he called Robinson on this point. He wanted to know why Robinson thought like that when his company, Research Institute, made quite a profit by selling departmental cost studies.

Quick-witted Robinson probably had a good answer . . . but the spotlight turned on Max Sackheim who told the audience he thought it was foolish for anyone to go into a mail order business of any type without first knowing what their orders will cost them. It's basic, he opined, to know how much it costs you to do business . . . in any business.

The audience looked puzzled when Jim Connell tried to explain to Arthur Karl what Connell called his "sales curve". But they weren't puzzled long, as opinions from the floor started popping. One audience member made the flat statement he knew one thing about costs . . . that his orders were costing him too damn much — and he didn't know what to do about it.

It was evident from there on out that there were many experts in the audience . . . eager to pursue the subject and help the gentleman out. Some of the opinions roamed away from the original question of the evening... but all the theories were provocative and informative.

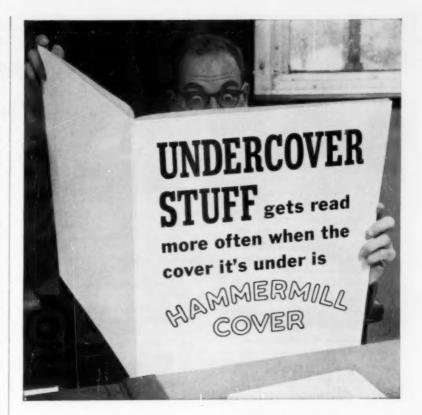
One audience member divulged some "inside stuff" on how his organization measured its results and planned their mailings cost-wise . . . even after he'd been cautioned by Mr. Karl that one of his competitors was sitting close by. The competitor returned the compliment by saying he didn't believe the first gentleman was really a competitor. To prove it, he went into detail about how his own company does it.

Moderator Karl spotted Tom McElroy of Catholic Digest magazine sitting in the rear of the room. "Suppose you tell us your opinion on this, Tom?" asked Mr. Karl.

"What is my opinion?" answered Mr. McElroy, getting to his feet. "I just think," he said, "that regardless of all this talk about whether we should address a letter with 'Dear Customer' or 'Dear Sir' . . . and how much we can afford to pay for an order . . . we're still going to make a profit. If our companies weren't making a profit, we wouldn't have a job or be here." He told about the formulas which direct mail old-timers established years ago which are now the guide posts of today . . . many of them outdated, but still followed. He talked about the relationships between magazines which carry advertising and those which do not and are completely dependent upon circulation revenue (the Catholic Digest, with a circulation in excess of 700,000 has just recently accepted advertising for the first time).

The original question dovetailed into varied opinions from fund raisers, book clubs, gift houses and representatives from other mail order businesses. They all seemed to have different problems in determining how much they should spend to get an order. The question of multiple products was aired. Edith Walker said that her Book of The Month Club is doing what they did 30 years ago . . . selling phonograph records and other items. It's ali relative to sales costs . . . how much can you afford to pay for an order?

But no one volunteered the concrete statement: "I can afford to pay \$4.36 for each order." If you were in Ben Franklin Hall that night, maybe you could have said it. Or maybe you couldn't. It's a broad subject which the experts have proved has many ramifications . . . not so easy to answer, but interesting to study.



THERE are three outstanding reasons you can count on Hammermill Cover to "get them inside".

FIRST it has striking appearance. Hammermill Cover comes in 11 attention-getting colors, plus a sparkling clear white. Colors were scientifically selected to complement inks. Hammermill Cover's high bulk for weight results in a rich, substantial feel. And you have a selection of four pleasing finishes: Antique, Ripple, Brushmark and Morocco.

THEN THERE'S its superior printability. Hammermill Cover's uniformly resilient printing surface takes letterpress or offset printing well in all finishes. And it prints rapidly, improves the appearance of line cuts, solids, ornaments, type. Antique and Ripple finishes are exceptionally like-sided for "work and turn" printing.

FINALLY, there's Hammermill Cover's rugged durability. Made from strong, blended fibers, its sturdy construction shrugs off tough use. Yet, it's pliable, takes folding and creasing easily, without cracking.

You can obtain business printing on Hammermill papers wherever you see the Guild shield on a printer's window. See your printer soon. Meanwhile, let us send you the Kit of Cover Designs, with ideas for your future printing jobs. Write on your business letterhead to Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.



...yet HAMMERMILL costs no more

BY THE MAKERS OF HAMMERMILL BONI



Then you'll want to get the facts on our kind of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers selling costs!

One-stop service for creative printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send now for more information and samples of recent successful promotions?



Over 1,000 Shop Owners Know

•

that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these 1,000 progressive commercial duplicators in promoting your industry.

A letter now will bring you a full description of membership services. . . .

Write:

MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway Detroit 35, Michigan

Direct Mail For Non-Profit Organizations

We've just read manuscript of a talk given by Bernard N. Craven, Executive Vice President, B. L. Mazel, Inc., 7 East 44th St., New York 17, N. Y. before the Fourth National Conference of the Adult Education Association. It is too long for the limited space of The Rpeorter . . . but those interested might be able to get the full text from Mr. Craven or the Association.* It is filled with basic direct mail fundamentals and covers a subject which has not had adequate coverage, the problems of getting and keeping memberships, raising money, etc. Many Association secretaries and officers need this sort of training.

With modern business and education becoming more Association conscious, maybe we need a special Association promotion panel at DMAA conventions . . . or a training course of some kind. Mr. Craven would be a good one to conduct it.

Among some of the valuable points stressed to the Adult Education Association were these: Promotion which is designed to get direct response, in action or orders, must do three special things . . . (1) Give your prospect a personal reason for acting; (2) Give him a reason for acting or buying now and (3) Convince him that the benefits he will derive from your product or service will be worth more to him than his retention of the amount of money or time involved.

Old formula . . . but always important.

How can these principles be applied to the promotion of an organization? The heart of the problem is in these two things: First, the basic selection and identification of the logical audience. Second, developing the appeal or package best calculated to represent the organization and turn its appeal into results — whether in memberships, enrollments, contributions or what have you.

* Adult Education Association, 743 N.
 Wabash Ave., Chicago, III.

On point one, Mr. Craven gave some extraordinary examples of how Associations can search for and find new membership sources. On point two above, he elaborated: "To my mind, the factor of over-riding importance is the coordinated effort that fully integrates the purpose of the promotion with the character of the organization. This kind of integrated approach which by the way is also most productive - demands one over-riding idea (containing all you want to accomplish or convey) and every element in the package works together to get this idea over. First by creating the proper impression. Appearance, the tone of the material, use of well-known names on the letterhead and other factors that emphasize the character of the organization. Second by getting the attention vou want for the idea you are presenting. Here you spell out the reason for the promotion, the recipient is made to feel he has been selected for a good reason and, where a previous contact has been established, this is identified by the salutation, "Dear Member" and so forth. Third by presenting the compelling arguments for his association with you, the appeal to his own self or group interest, the social aims and the prestige he can share with you. Fourth is the need for his prompt response, in other words ACTION. Why you expect his reply, how this benefits him and what you want the recipient to do in terms of ACTION are specifically spelled

And in conclusion:

"To sum up, I would suggest that any organization, no matter how small or how large, can benefit from two recommendations: First to recognize the fact that they have a responsibility to bring their program to their audience most effectively by recognizing the nature of the problem involved in merchandising, by testing all the valid techniques of selling and psychology consistent with the character of the organization. Second, that the best way

to insure this is to make sure your responsible committees include in their membership persons who are qualified by training and experience to appraise or carry out these merchandising techniques. This applies equally to publicity, fund raising and other activities."

The Reporter, in the past, has carried numerous items about individual association direct mail promotions. Perhaps this brief digest of Mr. Craven's efforts will stimulate further case histories for the records.

10 MOST-VIOLATED POSTAL REGULATIONS

The Washington Advertising Club is sponsoring a series of monthly direct mail clinics which is proving most successful. Meetings are being held third Thursday of each month. First one presented a panel of Post Office officials answering questions from about 150 patrons. Second was a madeto-order playlet on trials and tribulations of preparing and producing a mailing piece. If other clubs are interested in these programs, write for details to Larry Brettner, American Aviation Publications, 1025 Vermont Ave., N. W., Washington 5, D. C.

We are reproducing here the outline used at first meeting. Prepared by the Postmaster at Washington, D. C. Shows the ten most violated Postal Regulations. Show this to your mailing room personnel.

- 1. Failure of bulk mailing permit holders file the statement of mailing, Form 3602-PC, when preparing third-class matter with precanceled stamps or postage meter.
- 2. Failure to securely bundle mails where regulations require.
- 3. Meter mail being deposited when bearing the wrong date.
- 4. Failure of permit holders to make required separation of bulk third-class mail, where 10 or more pieces are addressed for an individual post office.
- 5. Failure to place return address in upper left corner of address space when requesting RETURN OF FORWARDING POSTAGE and FORM 3547 REQUESTED.
- 6. Failure to place Airmail and Special Delivery on top of bundles; not to include these in a separate bundle.
- 7. Mixing of different classes of mail matter in the same mailing sack, where a sufficent quantity warrants use of more than one sack (15 pounds).
- 8. Non-metered permit holders failing to have sufficient funds on deposit prior to the depositing of mail matter.
- 9. Failure properly to pack "fragile" articles. 10. Inadvertent sealing (complete sealing) of third-class mail.



If you need a new letterhead, a fresh approach to your folder design, page layouts for your catalog or space advertising, one booklet designed or a dozen perhaps I can help you.

All you have to do is write me a letter outlining what you have in mind.

ART WORK BY MAIL Plan, Copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.

MINNESO1 A



THE CITY OF ROCHESTER, MINNE-SOTA, celebrated its 100th Anniversary this summer. Dr. James Eckman of the Mayo Clinic Division of Publications was chairman of the Centennial Book Committee. He asked me to design a special cover which would depict Rochester's 100-year progress. I sent him a rough aketch by mail.

1. was approved... and the finished front and back covers are shown above. The size of the book was 8½ by 11. It was printed by letterpress in black and rust. I supplied the color separation drawings, ready for engraver.

I will quote you a fee for preliminary idea sketches, finished art work and time needed for delivery.

RAYMOND LUFKIN Plan, copy, design, illustrations and typography BY MAIL 124 West Clinton Avenue, Tenafly, New Jersey. ENglewood 3-4860

Special Lists of Security Brokers-Banks-Security Analysts-Funds Investment Advisers - Savings & Loan Associations and Insurance Companies in the U. S.

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"SERVING WALL STREET SINCE 1927"

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PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now-"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages-Lavishly illustrated in black and white, and color

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Please send me (prepaid) _____ copies of yeur 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$____ is enclosed.

"ALL-PURPOSE" FELINS PAK TYERS



ALL-PURPOSE be cause they will AUTO MATICALLY A DJUST THEM'SELVES AND TIE TIGHT and light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from.

ALL-PURPOSE because they will handle all the tying problems in

ing problems in your office, mailroom and factory more efficiently than you believe possible.

ALL-PURPOSE because they use twines from 3 to 24 ply as well as tapes and braids.

ALL-PURPOSE because anyone can operate them efficiently. They are sturdily constructed to give long dependable service.

ALL-PURPOSE because these machines can be controlled by foot pedal trip or automatic trip.

LET FELINS CUT YOUR MAILING COST

MODEL F-6-J ILLUSTRATED.

Send for prices and circulars

FELINS TYING MACHINE CO.

HOW TO COLLECT YOUR MAIL-ORDER ACCOUNTS . . .

The concerns listed below—along with hundreds of others—collect their slow and dangerously delinquent accounts via Arrow Service.

The method—kindly but firm putting on pressure as the system progresses—getting results where others fail.

The service reaches everywhere

the cost is low-straight commission basis—No Collection—
No Charge!

We'll be glad to send you the facts—and they'll prove interesting.

ARROW SERVICE

271 State St.,

Schenectady 5, N. Y.

—Among Those We Serve— Atlantic Advertising Co., Inc. • Miles Kimball • Hammond Map Co. • System Bible Co. • C. V. Mosby Co. • Hoff Condiments

Who Buys Your Product?

by Paul J. Bringe

Milwankee Dustless Brush Co.

We sell industrial floor brushes to manufacturing plants for their own use. Some years ago we determined after testing that it did not pay for us to address our mail to an individual by name and title. Since then, we have been addressing to the plant name only —no title—no individual.

Recently, we wrote to plants in five midwestern states having 500 or more employees per location, asking them for the name of the man responsible for keeping the plant clean. This letter was electrically typewritten and was sent over our President's signature. On one half of the plants, we had the plant superintendent's name and addressed the letter to him. The balance went to plant names only.

We received a 21% response for a total of 390 names. 61% of the replies came from plants where we had the plant superintendent's name. A second identical letter sent two months later to those who had not replied brought a 16% response. Combined total was 33% of the original list.

167 of the original 390 replies gave us the title in addition to the name. Here are the titles grouped roughly as to occupation and the number for each title:

Maintenance Engineer	7
Superintendent of Mainter	
Maintenance Foreman	
Plant Maintenance Enginee	
Building Maintenance Sup	
Maintenance Manager	
Maintenance	
General Foreman, Mainter	nance 3
Janitor Foreman	
General Superintendent	3
Superintendent	9
Assistant Superintendent	2
Plant Superintendent	
Plant Manager	
Works Manager	1
Assistant Works Manager	
Shop Superintendent	1
Factory Superintendent	
	33
Production Engineer	1
Chief Engineer	2
Assistant Plant Engineer .	1
Works Engineer	
Engineer	
Foreman, Plant Services	1

Supervisor, Plant Services
Plant Service Manager
Foreman, General Service Department
Supervisor, General Service
Supervisor, Office Service
Plant Services
Service Manager
Purchasing Agent
Asst. Purchasing Agent
Director of Purchases
Div. Purchasing Agent
Purchasing Director
Buyer of Sanitation Egpt.
Buyer
General Purchasing Agent
Supt. of Purchasing
Assistant Buyer
Plant Sanitarian
Sanitation Supervisor
Supervisor, Sanitation Department
Sanitarian
Sanitation Engineer
Sanitation Head
Manager of Manufacturing
Production Manager
Asst. Production Manager
Manager
Property Manager
Property Clerk
Personnel Manager
Safety Director Supervisor of Planning
Supervisor of Planning
Planning Department
Supt. of Bidgs. & Construction Supt. of Bidgs. & Property Maintenance
Building Superintendent
Supt, of Housekeeping & Protection Div. Labor Foreman
Foreman
Chief Chemist
Textile Superintendent
Office Manager
Treasurer
Vice President

TOTALS: 167 Names 71 Classifications

Question: Who is responsible for floor brush buying in industrial plants?

Answer: Just about anyone you can think of.

Question: How much was the total cost of getting the names?

Answer: \$1.40 each.

Question: Who buys your product and are you willing to pay the price to get his name and title?

THE REPORTER OF DIRECT MAIL ADVERTISING



PENSION ENVELOPES - TENSION

ENVELOPES - TENSION

"Dear Mr. Customer":

A NEW FILM ABOUT DIRECT MAIL

A 16-minute, full-color animated cartoon film all about direct mail has just been released by the Direct Mail Div. of Reuben H. Donnelley Corporation, 350 E. 22nd St., Chicago 16, Ill.

Titled Dear Mr. Customer, the film was produced for Donnelley by John Sutherland Productions of Los Angeles, Calif., at a healthy business film budget of \$65,000. Sutherland script writer True Boardman put a lot of know-how into Dear Mr. Customer's 16 minutes running time . . . showing how direct mail is produced, with an interesting look-see at some technical aspects of big-time production and mailing.

Mr. Boardman's story demonstrates how direct mail fits into the media schedule of a mythical petroleum products company he calls the "Z Corporation." Main character of the tale is John K. Jones, Z's local dealer. A series of cartoons illustrate how Z's promotional program is pinpointed in Jones' local trading area, Dear Mr. Customer also gets across the fact that the same techniques used by the Z Corporation can be applied to many other businesses . . . with the help of Donnelley facilities and experience, of course.

A. M. Andersen, Donnelley executive vice-president, explains that the film was produced primarily as a Donnelley selling tool; but it also contains some important educational meat on the overall purposes and methods of direct mail. Dear Mr. Customer shows the necessary link between an advertiser's national program and the neighborhood of his local outlet . . . with heavy emphasis on how nationallycompiled consumer lists can be refined for local mailings.

The film is available for showing to advertising clubs and organizations. If yours is interested in this 16 mm, sound film . . . contact either the DMAA (381 4th Ave., New York 16, N. Y.) or Mr. Andersen at Donnelley.

TENSION RELIEVERS



"No use Doc. Nobody or nothing can see through a Tension 'Artlined' Envelope!"

It's no secret where to look for top quality envelopes and speedy service! Write or call

TENSION ENVELOPE CORPORATION

NEW YORK 36, N. Y. * 522 Fifth Avenue ST. LOUIS 10, MO. * 5001 Southwest Ave. MINNEAPOLIS 1, MINN. * 129 North 2nd St.

DES MOIMES 14, IOWA • 1912 Grand Avenue KANSAS CITY 8, MO. • 19th & Compbell Str. FT. WORTH 12, TEXAS • 5900 East Resodule

ENVELOPES - SAOJANA

ENVELOPES - TENSION

TENSION

MINNEAPOLIS 1, MINN. • 129 North 2nd St. FT. WORTH 12, TEXAS • 5700 East Residence

FENSION ENVELOPES - TENSION ENVELOPES - TENSION

Eli Kogos

INDUSTRIAL LIST BUREAU WEBSTER, MASSACHUSETTS WEBSTER 2780



for the Direct Advertiser Yours FREE for the asking

Over 8000 direct advertisers have found in us a "different" source for envelopes and Mail-Vertising pieces. How about YOU?

DIRECT MAIL ENVELOPE CO., INC. The Department Store of "Ideas for the Direct Advertiser

15 W. 20th St., New York 11, N. Y. WA 4-0500

Elliott

ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

Don't be satisfied too easily



A good result from Direct Mail isn't necessarily the maximum result. Maybe you should be doing better—getting more inquiries, more orders, making a bigger net profit We'll be glad to put 33 years of specialized experience to work on the problem.

Write today for free folder

THE BUCKLEY ORGANIZATION

Lincoln-Liberty Bldg., Phila. 7

How Can You Eat Up The Profits . . . When You Only Got Plenty Of Nuthin'?

By Wilfrid S. Rowe Advertising Manager, Sterling National Bank & Trust Company

Reporter's Note: People in advertising need a sense of humor to act as a counterbalance to all the headaches and kicking around. So we'll add a light touch to this first issue of tne New Year. Wilfrid Rowe has the light touch and his hypothetical interview (or monologue) with a prospective advertiser should bring a chuckle. The opinions expressed are not always limited to cellar or garage operators. Similar sentiments have been expressed around top brass board tables . . . especially at budget fixing time. Bill Rowe is advertising manager of Sterling National Bank & Trust Company, Broadway at 39th St., New York 18, N. Y. and he'll long be remembered for his unique promotions at Neptune Storage.

"SURE, Mister, I know all about compelling headlines and all that stuff. I read a book on advertising year or so ago. And I suppose some of you fellas have done a lot of good, but I don't see as how I need anybody to sell my products for me, or tell me how to sell 'em.

"You see, my business is different!
"First of all, I didn't go to nobody with my hand out like a swindler or anything like that. I financed this whole entire enterprise myself. Yes,

"You see that picture up there? That's the first layout I had, down in my basement. Now I've taken over the whole entire garage and we have to park the car in the driveway. That's progress, my friend. That's real good solid American type progress without none of your fancy advertising eating up the profits.

"Now, when I first got the idea of selling home made pickles and pickle-lilly, I want to tell you I had a job on my hands. Nobody knew me outside my friends, and nobody got enough friends to eat enough pickles and pickle-lilly to keep him in business. Oh, maybe Jim Farley, but he don't sell pickles and pickle-lilly.

"So I joined the Rotary and met a hotel man and a restaurant man. And pretty soon word got around and a few months later when I'd walk into a hotel or a restaurant maybe the manager or the chef has heard about me and my pickles and pickle lilly, and bingo!, I got another nice order.

"And it keeps going like that. Of course, when I get very far away from home base — like the time we went to Minneapolis on account of my misses' cousin which she grew up with and felt close to was sick — why then nobody knows me and I don't get orders. But that's OK. Stay near home base and don't grow too fast. That's my motto. Lots of big men worked that way without newspapers and radio and television and a lot of letters and stuff like that eatin' up all the profits.

"What big men? Oh, I don't have what you'd call a good type memory for names, but you could look them up if you was that interested.

"I went and put up a sign. Must have seen it as you came in—'Fern's Pickles Are Best' — and you must have noticed how I had the word 'Best' real big and had it printed in slanty letters for emphasis. Now that's real advertising. Says right on the sign you can buy 'em here. Be surprised what I sell from that sign, too. Some weeks half a dozen folks passing through town who got lost see that sign and stop in.

"No, no, no. You sound like those other advertising fellas, saying if one sign is good a hundred ought to be better. Where'd they be able to buy my pickles and pickle-lilly after they saw the signs? They'd have to come here, wouldn't they? And if they come here, they see the sign out front, don't they? So why should I eat up my profits with billboards? They're a waste, all the way. Look at me. I drive a Ford. Had nothing but Fords for nearly thirty years.

"Well, sir, every time I see a Ford billboard, they're just wasting their money, because I already got one. I see a lot of billboards for Chevvies and Olds and Buicks and so on — and they're just wasting their dough, too, because I like Fords. Makes sense, don't it? You're darn tootin' it makes

sense, and Ford and all the rest of them would be a damn sight better oft and be able to sell their cars a lot cheaper if fancy advertising wasn't eating up all the profits.

"Oh, no, don't talk to me about percentages and promotions and mass sales. Trouble with you advertising fellas is that you dream up a lot of catch phrases and pour 'em over a man's head till he can't get any air. Finally he yells 'Stop' and signs a contract so you'll please go away and let him breathe. Funny thing is a lot of you fellas sound as though you believed what you're talking about, and I'm going to figure out the answer to that one one of these days, too.

"Direct mail? Direct mail? Man, I'm not that crazy. Now I ask you: How's a person who reads a letter going to get an idea how good my pickles and pickle-lilly are? Maybe I should send everybody a pickle with a letter, huh? Heh, heh, heh. Imagine opening a letter and finding a slippery gherkin! Ha, ha - ho, boy, I'd like to see their

faces.

"See, that's what I mean. As soon as you look at the thing from a practical point of view, you see as plain as day how you can't make money by advertising. I can't see anybody in his right mind reading a letter about my stuff and sending me an order for a hundred jars. No, Mister, you can't make no money by spending it to advertise pickles.

"Heinz? Well, sir, I'm glad you mentioned my worthy competitor, H. J. Heinz. It proves my point about all the lies in advertising. Their pickles and pickle lilly just ain't as good as mine. I know because I've tried 'em both impartially. And if there's one thing I pride myself on, Mister, it's being fair and having an open mind.

"Come in and talk again some time when you're in the neighborhood. I enjoyed chewing the rag with you even if you are in advertising.'

CONFUSED THINKING

Paul Krupp of Krupp's Advertisers Mailing Service, 228 South Los Angeles Street, Los Angeles 12, California, received the following letter from a well-known card manufacturer. Paul is still trying to understand what the writer was trying to sell.

Suppose you had an item, which would make a very successful mail or publication promotion, to obtain new birth dates, in



More Stamps go on more return envelopes when they are made by TENSION.

Let them show you how they have helped America's most successful direct mail advertisers increase returns.

TENSION ENVELOPE CORPORATION

NEW YORK 36, N. Y. . S22 Fifth Avenue ST. LOUIS 10, MD. . 5001 Southwest Ave. MINNEAPOLIS 1, MINN. . 129 North 2nd St.

DES MOINES 14, 10WA . 1912 Grand Avenue KANSAS CITY 8, MO. . 19th & Compbell Str. FT. WORTH 12, TEXAS . 5900 East Recedele

DIRECT MAIL COPYWRITER

Leading Chicago mail organization seeks top notch copywriter with executive ability to service its accounts. Must have minimum of ten years' experience creating and writing varied multi-million mailings for book clubs, magazines or other large users.

Salary up to \$25,000 per annum. Replies will be held in strictest confidence.

> Box 15, The Reporter Garden City, N. Y.

Sales come eas ier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout bright, let Bob

Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man.

AD SCRIBE 254-A North Canton, Ohio

THE ASPIRIN PENCIL

The cleverest Direct Mail gadget I have seen in a heap of weeks. It really compels attention, I will be glad to send you a sample without charge or obligation. Just drop a note to:

Franklin C. Wertheim

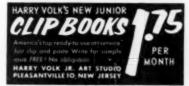
DIRECT MAIL CONSULTANT

179-15 Jamaica Avenue JAMAICA 32, N. Y.

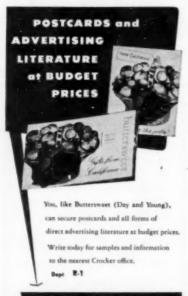
The Man With The 'Modest Fees'

"That Fellow Bott" HIS & MARK

Leo P. Bott, Jr., 64 E. Jackson, Chicago







H.S. CROCKER CO., INC.

SAN PRANCISCO, 720 Mission + LOS ANGELES, 2030 E. 7th CHICAGO, 350 N. Clork + NEW YORK, 100 Hudson SALTIMORE, 1807 E. Clintan

cities, states, or nationwide! Would this be of interest to you?

We have such an item, in the event one of your clients may be interested in obtaining these birth dates. Of course, this type of list may be sold to numerous concerns who would be interested in this information. Enclosed you will find a Horoscope Booklet and Lucky Horoscope Coin. These may be purchased in quantities at 10¢ for both the Booklet and the Coin, and scales down to 7½¢ for both, in big quantities.

We will be happy to work with you, or your clients, if you are interested.

Best wishes, and awaiting your reply, we remain

Cheerfully yours, (Name and signature withheld)

It is always a good idea, before writing a sales letter, to know exactly what you are trying to sell. Describe exactly the benefits to the customer.

DO YOU EMBARRASS YOUR PROSPECTS?

Here's a wonderful letter which deserves a place in the direct mail records. Written to us by Donald M. Brown, 32 Kingsbury Road, New Rochelle, New York. Read carefully . . . then ask yourself the question in the head above:

Dear Henry Hoke:

While doing my monthly promotion for Woman's Day magazine, I've come across a passage in the forthcoming December issue that I think is worth pasting inside every mail order writer's hat:

"Dr. Frank Laubach, whose lightningliteracy methods have taught people to read in 267 languages, is passionate about keeping language democratic. He never uses three syllables if he knows a onesyllable word that will do. He urges writers to put on 'spectacles of love,' so that all may read what is written without the embarrassment of feeling excluded."

I think that's a pretty wonderful line —
"so that all may read without the embarrasment of feeling excluded." Much has been
said about the importance of using simple
language so that the average reader will be
able to understand. But perhaps too little has
been said about the way that flowery language unsells him.

We all know that many mass market consumers won't go into elaborately decorated retail stores — not because they can't afford the prices, but because they fear they will feel out of place, embarrassed. Instead, they often pay just as much or even more in the plain-jane stores a few blocks away. But I don't recall having seen this same psychology explained before, in quite this way, to the language of mass mail order advertising.

Extravagant words not only make it harder for the average reader to understand you. They make him feel embarrassed. And people just don't like to buy from those who embarrass them.

Sincerely yours,

(Signed) Donald M. Brown

DEARLESS CORRESPONDENCE

Herman Herst, Jr., (stamp dealer), Shrub Oak, N. Y., sent us the letter illustrated here. In case you can't interpret the small reproduction, the letter read: "Thank you, Mr. Herst, for your payment of \$32.75. Here are the envelopes you requested. When more are needed, please let us know."



Herman was pleased to get such a letter and he wrote a note of commendation to Mr. Messerich.

His further comments to this reporter: "When large concerns like this start eliminating the word "dear", there is hope that we may yet confine love letterwriting to those who are in love."

WHAT WE DON'T GET IN THE MAIL

Reporter's Note: The bitterness surrounding the junk mail controversy was lightened by a recent short editorial by William Feather of The William Feather Co., 812 Huron Road, Cleveland 15, Ohio. Bill's thoughts are worth reprinting.

In the big apartment house where I live, the mail is distributed into our locked boxes between 9:30 and 10:30 each morning. The mail is delivered in sacks by a truckman, and put in the 150 boxes by a postman. Half the boxes are at the west entrance, half at the east. To play fair, our postman alternates between east and west.

Distribution of the mail is an event. Many women and a few men congregate and discuss the current events, thereby slowing up the postman.

HOW SLOW IS THIRD CLASS MAIL?

The Postal Review, Battle Creek, Mich., in its October 4 bulletin to subscribers gave details on a test which was made last year by a large New York mailer to determine how long it took the Post Office to deliver first, third and fourth class mail. Letters, circulars and parcels were sent to

spotted individuals in each of the 48 states. Addressees reported back to the mailer the actual arrival dates of all pieces.

Here are the statistics giving the total elapsed days from mailing to delivery for all the pieces mailed divided by the number of pieces:

DATE MAILED	TEST NO.	First-Class No. 10 Envelop Av. No. Days	Third-Class No. 10 Envelope Pennysaver Av. No. Days	(Parcel Post) Envelope (Wt. Approx. 10 oz.) Av. No. Days
11/18/53	1	3.60	10.54	6.57
12/3/53	2	4.56	4.32	6.60
12/28/53	3	4.30	13.11	6.94
1/25/54	4	2.11	2.25	5.74
3/1/54	5	2.44	2.41	2.25

Makes an interesting study. Should be done more often on a systematic basis. Seems to us that the Post Office

Department shows up pretty well in spite of all complaints to the contrary.

Sometimes they help him sort the mail, contrary to the stern rules of the post office which holds that mail is sacred.

If I stay home on a weekday, I look forward to my Post, Time, Life, Sports, Journal-American, and New York Times, just like anybody else. If Sulka, Brooks, Steuben, Mark Cross, Breck, Pierce, Johnny Appleseed, Swiss Colony, Epicure, or Miles Kimball send me a catalog, I don't mind. Nor do I mind if I get a copy of this very magazine you are now reading. This stuff, including this booklet, is what is known as third-class mail.

Lately they have permitted advertisers to address this kind of mail to Occupant or Householder, and this has been denounced as junk, although it pays the identical postage of mail that is addressed by name.

But enough of that.

What we all want in our mail is what we don't get. We get the magazines we never read (to help a boy through college), we get bills, we get pleas to send money for a good cause, but what we don't get is a birthday card, a personal handwritten note from a son, a love letter, or an overdue check for alimony, social security, pension, or earned income.

Naturally, all else is junk.

BOXED

PROMOTIONS

During the past month or so there have been quite a few boxed promotion mailings . . . several of them are worth seporting here:

Harry Latz of Plus Promotions, Inc., 167 W. 10th St., New York 14, N. Y., dreamed up a honey for Seagram-Distillers Co., 405 Lexington Ave., New York 17, N. Y. Last July Seagram salesmen were each given a sales quota in the form of symbolic brick for a new Seagram House. Each salesman was to produce a sales goal "brick" in their territories so the house could be built.

Last month, the entire sales force received Harry's creation . . . a box containing a real cement trowel and a small folder designed to look like a brick wall. The trowel handle was imprinted with the slogan "Don't Toss In The Trowel Until You Build Your Seagram Quota." The folder, personalized with each salesman's name and the same slogan, contained a message from Seagram vice-president Harold C. Fischel . . . urging salesmen to ". . . Build sales for your outlets. Help

A Specialized Ad Agency For

MAIL ORDER ADVERTISERS

WANT more orders, inquiries, leads from your ads? Need more sales nationally, regionally? Many concerns grow bigger with the proper advertising plan.

A SUCCESSFUL newspaper, magazine, trade paper advertising campaign requires pulling ads that really click and publications that great results. It's what you say, where you say it, and the plan in and behind your advertising that make the difference.

EXPERIENCE counts. Let the Martin Advertising Agency work with you in developing effective publication advertising. The right ad, in the right size brings results.

INCREASE your sales. Put specialists on the job for you. Obtain powerful, action-compelling ad copy and proven advertising techniques. Give your advertising dollars the chance to go further.

WE offer you a thorough service based on 32 years' knowledge. When we accept your publication advertising eccount, you get the benefit of thoughtful, sincere advice, sound analysis and full cooperation all along the line.

LET us help you solve your advertising problems. Put your publication advertising budget in our hands. Careful planning always pays.

APPOINT us to place all your publication advertising. Many successes. Fully recognized. Member A.A.A.A. Publishers' rates all publications. Consult

MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists 15 E. 40th St., Dept. 15, New York LE 2-4751



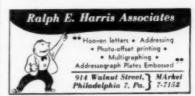
DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Centacting Letters that create and maintain good will between salemen's calls . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully indersed by a nation-wide clientele. Winner of two DMAA Best of Industry Awards . Darmell Gold Medal . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED

106 N. STATE STREET HOWELL, MICHIGAN



ORGANIZATION REPORT

A Monthly Roundup On Meetings And Activities Of Direct Mail Clubs And Related Advertising Organizations From Coast To Coast.

CALIFORNIA

- Advertising Asan. Of The West... is winding up last minute details for their big Mid-Winter Conference in Hollywood on Jan. 29-30. Conference registration fee is \$16.75. For last minute reservations, contact Frank Crane, So. Calif. Broadcasters Assn., 6047 Hollywood Blvd., Hollywood.
 - AAW is also making plans for the Direct Mail Advertising Assn. western conference on August 9. AAW Direct Mail Director Bob Hemmings of Burroughs Direct Mail Advertising, Los Angeles, is chairman.

IOWA

Des Moines Advertising Club... is trying to get the DMAA to hold its Annual Circulation Roundtable Workshop in that city this year. We'll have more to report later.

MICHIGAN

Tri-City Advertising Club... is a new organization recently formed for industrial advertising personnel in the Saginaw, Bay City, Midland area. First president of the Tri-City club is Niles G. Foss of the Dow Corning Co., Midland. Meetings will be held on the first Thursday of each month in either Saginaw or Bay City.

MISSOURI

Direct Mail Club of Kansas City . . . featured the Old American Insurance Co.'s Best of Industry Award winning campaign at their monthly meeting on Dec. 14th in La Fonda. Old American's brochures were the topic of discussion at the dinner meeting.

NEW YORK

- Advertising Federation Of America . . . has a new bulletin called *The A. F. A. Club Trading Post.* It's a mimeographed idea exchange to be issued bi-monthly to officers and directors of A. F. A.'s member clubs. First issue last month contained a wealth of information . . . aiding A. F. A. club officers and giving them five solid pages of club ideas.
- American Assn. Of Advertising Agencies . . . announced last month that their regional structure has been reorganized. Under the new setup, A.A.A.A. now has four regions (East, East Central, Central and Pacific) with 19 local councils. Purpose of the move is to simplify the 4-A regional structure and to facilitate local activities.
- Lithographers National Asso. . . . set March 1st as the deadline for entries in their 5th Annual Awards Competition. Entries will be judged by a panel of lithographic expert on basis of quality, design, art and functional value. Top winners and honorable mentions will be displayed in Chicago in May. Write to Protrotion Committee chairman Vernon K. Evans at 420 Lexington Ave. for announcement brochure and details.
- N. Y. Employing Printers Asan. and Club Of Printing House Craftsmen... are the two organizations spearheading Printing Week in New York (Jan. 16-22). Some 65 graphic arts organizations are cooperating for the annual event. Highlight of the week is the annual Printing Week Dinner at New York City's Hotel Biltmore.
- N. Y. Pharmaceutical Advertising Club . . . board of directors and other officers sang yuletide greetings to members and guests at the club's annual Christmas Party held last month in the Grand Ballroom of N. Y.'s Hotel Roosevelt. Outgoing president G. L. Long of Ciba passed the gavel to new president Spencer M. Fossel of Organon.

PENNSYLVANIA

Printing Industries Of Philadelphia . . and other graphic arts organizations in that city are sponsoring a Graphic Arts Industry Conference at the Benjamin Franklin Hotel on January 20. As the highlight of Printing Week in Philadelphia celebrations, the conference will feature a "Man of The Year" Award Luncheon, Awards Banquet and "Planning Better Printing" Clinic.

WASHINGTON, D. C.

Parcel Post Assn. . . . had its annual meeting on January 12th at the Conrad Hilton Hotel in Chicago. Featured speaker was John Redding, transportation authority and former Assistant Postmaster General for Transportation. Mr. Redding's address outlined parcel post transportation now and its promise for the future.

ATTENTION ALL DIRECT MAIL CLUBS AND OTHER ADVERTISING ORGANIZATIONS: We welcome news items about your meetings and activities for this department. Send Information to: Organization Report, The Reporter, 224 7th Street, Garden City, N.Y.

your retailers speed up their turnover and get concrete profits. Build for yourself and for your future, etc." Harry's "mason" mailing really put the point across with impact.

The old shell and pea game idea was used in a boxed promotion from Ohio Seamless Tube Div. of Copperweld Steel Co., Shelby, Ohio, for their Ostuco Tubing. Three half walnut shells were tipped onto a small card with a pea under one. Headline and copy: "Pick The One That Pays Off!" . . Did you guess right the first time? There's never any gamble when you specify Ostuco tubing."

The boxed card with shell tip-ons tied in with an enclosed ad reprint illustrating the shell and pea game. Headline on the reprint said "They Might Look Alike . . . But there's a big difference underneath!" Copy told the difference between Ostuco and other tubing, pointing out Ostuco's advantages.

Krupp's Advertisers Mailing Service, 228 So. Los Angeles St., Los Angeles 12, Calif, mailed a box of Cracker Jack to dramatize a testimonial they received from the March of Dimes. Production manager Sam Rounds sent Krupp's prospects and customers a letter with the Cracker Jack saying ". . . that's what the March of Dimes called us recently after we processed one of their mailings of nearly 2,000,000 pieces in less than 10 days."

The Cracker Jack Company of Chicago, Ill., must like direct mail people by now. Circulation Associates, 1745 Broadway, New York 19, N.Y. used their product and the same testimonial idea not long ago (see Short Note on page 13 of the June, 1954, Reporter). It's an old idea . . . but still seems to get Cracker Jack results.

- There were a lot of boxed Christmas gifts and greetings this year. Outstanding among them were:
- A beautiful, boxed gold plated ash tray from Reuben H. Donnelley Corp.'s Direct Mail Div. The ash tray depicted the advent of "Special Delivery" and is first in a series of Donnelley mailings on The Development of The U. S. Postal Service.
- Freedman Cut-Outs (die-cutters) at 34 Hubert St., New York 13, N. Y., sent customers and friends a cute little pair of die-cut, cardboard ice skates imprinted with Season's Greetings.

- Rums of Puerto Rico, 579 5th Ave., New York 17, N.Y., mailed retailers a small stuffed animal they called Randy The Rumdeer, Randy thanked retailers for selling close to a million Rums of Puerto Rico cases and offered the Season's Greetings in a short verse on a card enclosure.
- · Sleeves of match book covers containing Christmas greetings increased this year, according to the Match Industry Information Bureau. Match book greetings volume was 10 to 50% higher than last year. Many of the covers were personalized with recipient's name. The Bureau reports that the largest boom in boxed matches for Christmas giving was in the St. Louis and Detroit areas.

Probably the most lavishly packaged Christmas greeting this year was the giant tube mailing from Champion Paper Company. It's pictured in this issue on page 10.

CANADIAN MAILING INFORMATION

Canadian Post Office officials are trying to make it easy for USA advertisers who want to make mailings in Canada, so this item is to report that if you want information about Canadian mailings, write to David Adamson, superintendent, Public Relations, Post Office Department, Ottawa, Ontario, Canada. He will send you a three-page, mimeographed description of Canadian postal regulations.

There seemed to be a lot of interest in the subject at the Boston "Circles of Information" where Victor Perry represented the Canadian Post Office. So if you have problems, write for this new explanatory material.

Another point about Canadian mailings: USA advertisers constantly irritate Canadian recipients by sending USA permit return envelopes which are unmailable in Canada. If you want to improve your Canadian public relations, use return envelopes with Canadian stamps.

Remember that first class postage in Canada is 5¢. You can purchase your supply of Canadian 5¢ stamps by sending a money order for the required amount to the postmaster at any Canadian city. Or if you want to make the transaction personal, write direct to Dave Adamson at Ottawa or Victor Perry, public relations officer at Toronto.

Personaliti

WILLIAM H. WALLING, chairman of the board of Rogers Kellogg Stillson, Inc., was

elected president of the Printing Industry of America at their annual convention in Detroit. He's former P.I.A. vice-president and past president of New York Employing Printers Assn. ELMER G. VOIGT, vice chairman of the board of Western Printing & Lithographing Co., Racine, Wis., was named graphic arts "Man Of The Year" at the same P.I.A. convention. The graphic arts honor award was presented by Hon. Raymond Blattenberger, Public Printer of The U.S.

WILLIAM GREGORY, national list representative of R. L. Polk & Co.'s Chicago office, has been transferred to Polk's national headquarters in Detroit as a Specialized List and Mailing Services Dept. staffer.

SIDNEY CLAYTON has expanded his advertising agency office facilities and personnel. New headquarters for Sidney Clayton & Associates are on the 5th floor of 75 E. Wacker Dr., Chicago.

JOHN J. GORDON has left Addressograph-Multigraph Corp. to become new sales manager of E. G. Ryan & Co., Chicago graphic arts equipment and supply firm. HAROLD H. OLDHAM, assistant director of advertising, Republic Steel Corp., Cleve-

land, has been appointed vice president of the National Industrial Advertisers Assn. BRUCE E. ROSS has resigned as manager of the New York office of the American Medical Assn. to join Fisher-Stevens Service, Inc., New York medical mailing house. He'll service firms in the New York-New Jersey area, planning mail promotions to the medical

JOHN H. F. HOVING has joined the staff of Pendray & Co., New York public relations firm. He's a former political writer and promotion director of the Democratic Digest, which he helped to found in April, 1953.

LYLE R. CAZEL, who joined Cory Corp., Chicago, three years ago as supervisor of direct mail and co-operative advertising, has been promoted to advertising and publicity

PAUL RICHARDS, formerly production manager of Commercial Illustrators, Chicago, has been appointed manager of creative services at Belnap & Thompson, Inc., national sales incentive organization with headquarters in Chicago.

J. D. SEARLES, circulation director of the San Francisco and Oakland (Cal.) Shopping News, has formed his own advertising distribution company. Using high school boys, the organization handles door-to-door distribution of advertising and samples. J. D. Searles Co. headquarters at 420 Market St., San Francisco.

VIOLA SCHLACKS, advertising manager of Philadelphia & Reading Coal & Iron Co., is chairman of the 28th annual "Introduction to Advertising" course sponsored by Philadelphia Club of Advertising Women. First session of the course began Thursday night, Jan. 6 at Philadelphia's Drexel Institute.

LAMAR M. FEARING and WILLIAM S. SNYDER have been appointed assistant general sales managers of International Paper Co., New York Fearing, son of the late Fearing who was International vice president for many years, joined the company as an apprentice in 1924. Snyder joined International in 1941.

M. K. BUDA has been appointed plant manager of R. L. Polk & Co.'s new Direct Mail Div. manufacturing and production plant at 899 W. Baltimore St., Detroit. He was formerly supervisor of mechanical addressing and automatic typewriter departments.

IRVING SILVERMAN, assistant circulation director of Esquire & Coronet magazines, New York, takes on new duties there as director of special projects. He'll supervise the organization and development of special projects in which the magazines are interested.

WILLIAM I. JAMESON, former assistant advertising manager of South Carolina Mills, mail order firm, has been upped to advertising manager. He was with Gotham Advertising in New York before joining S. C. Mills in 1947.

GEORGE M. LAWRENCE has been appointed manager of sales of Mead Sales Co.'s Dayton, Ohio office. Before joining Mead in 1946, he worked in the sales dept. of Paper Company.

S. L. (SHY) BANKS, an old friend of this reporter, has changed his field of operation. For nearly 34 years Shy was advertising manager of the McCaskey Register Co., Alliance, Ohio. But last year, McCaskey was merged with Victor Adding Machine Co. and moved to Chicago. Shy and four friends have organized a new business called Formprint, Inc. and will be located at 31 W. State St., Alliance, Ohio. Formprint will market sales books, autographic registers and forms, plus creative assistance in advertising and sales promotion. If long experience and proven successful results are any criterion, Shy's clients will get more than their money's worth. Good luck to the new outfit!

The many friends of Nathan Weinberg, vice-president and director of Advertising Distributors of America, were saddened last month with the news of his death on December 13. Nat was one of the original ADA founders and was with the company for over 30 years.

Also sorry to hear of the death of Hubert A. Lane. He was one of this reporter's earliest friends in the lettershop and mailing list buisness. Hubert was the operator of the Central Press Bureau, a clipping and advertising service, which he originated in 1907 in Pittsburgh . . . and was one of the original members of the Mail Advertising Service Assn.



GOOD ART at POPULAR PRICES!

What YOU want as you want it, quickly! Roughs, estimates, by mail or in person, finish on OK. Spots (cartoon or conventional) for ads, TV, circulars, booklets, house organs—layouts, lettering, etc. *Users: Bond Bread, Fawett, G-E, Prentice-Hall, many others, large, small. Your problem, mine' Call Leonia 4-8791 or write

EDWARD W. OSANN

Writer of Advertising Literature and Sales Letters Since 1910

175-35 88th Avenue, Jamaica 32, N. Y. Member: Direct Mail Advertising Ass'n. May I help you?

- Q: Where can you get reliable, authentic direct mail training material?
- A: Write to The Reporter for a free descriptive folder explaining our complete, miniature direct mail training program. It outlines 10 feature study booklets, each one recommended by experts. They are available by single copy or the complete set in a handsome library case binder. The free folder gives a capsule review of each, Write to

THE REPORTER, Garden City, N. Y.

My Mail Order Day

By Jared Abbeon

Here it is January and another Christmas Season rush has gone over the darn. Sure wish all you M. O. Operators had as Merry a Season as did my various enterprises. The retail mail order part did not clear five figures (in Dec.) but it was a nice four figure profit. The wholesale part added a passel of new accounts of whom (if past percentages hold true) about one in ten will settle down to being good year in and year out accounts.

Of course, as happens every year, one lad found an item on our list that he could give a hot play to and quietly placed advertising across the board without telling us. Then suddenly he calls us long distance for a couple of gross. We had to burn up the cables to Europe. Luckily the manufacturer had a stock and we caught a fast plane so he got his stuff in time.

Which brings up the Advice To the Lovelorn Dept: If you are testing an item and it looks like it might be hot . . . Take your supplier a little way into your confidence . . . You don't have to show him your Profit and Loss Statement . . . but at least give the guy a standby signal.

. . .

I can tell business is getting better. Got a Direct Mail offer to my house addressed to the Good Wife inviting her to a showing of "A magnificent collection of the finest in modern jewelry . . . includes the world's greatest collection of single gem stones, rare historic jewels, etc., etc." sent from The House of Winston. Thanks for the invite, Harry: but I'm afraid that it will be a couple of years yet before I let her browse in your pasture. Of course I could raise the rates to a couple of the Consulting Clients for whom I've been showing results . . but I still don't think that I could afford a nice pigeon egg sized ruby. But its flattering to know I'm on your mailing list.

As mentioned from time to time in this column, I'm on over 500 mailing lists under different code names and from time to time as I spot offers I get my name added to these new deals. One deal that has shown up lately is not new but is getting a play. That's

this deal of an outfit appointing agents and the agents appointing sub-agents and the sub-agents appointing subsubs and so on ad infinitum.

One of these deals is out of California. They sell you business cards at \$3 per 1,000. You resell them by mail at \$4.00 per 1,000. You make a big one dollar. Using the literature they supply you, sales letter \$6.75 per M, order forms \$3.75 per M, Sample cards \$3.00 per M, an outside envelope if bought in lots of 250,000 is still going to cost about \$1.75 to \$3.50 depending on size and style. Then allowing minimum wages for addressing (say \$4 to \$8. per thousand), and another \$15 to Uncle for postage (not to mention collating, sealing, bagging, trucking, and mailing. Not to mention any overhead. Not to mention the cost of transmitting orders to California) the mailing is going to cost at least \$40. a thousand. I don't think that old Bob Collier, Richard Sears, and yours truly working as a team could get 4% on this type of offer once we had exhausted the friends and relatives. I once pulled 8% to a cold list with a postcard with a \$5 offer but that was once, and it was something that could be gotten only from one or two places.

Then I have a letter from an outfit that is obviously agents of the firm above offering much the same deal and telling me that I can appoint agents within my commission framework and make money. The question is how many sub-agents can one proposition stand . . . particularly if in the opinion of this writer the proposition is a lemon to start with?

Fellows they ought to nail to the barn door: That character who offers the 10 or 20 dresses in the movie mags at the sensational price of about \$3.50 for the lot . . . and puts the words "used" in reverse type of about 2 points. Even my eager eyes had to strain to spot this gimmick.

Speaking of the movie magazines, fan mags, TV mags, etc., slanted at the distaff side of the population . . . it is about time somebody went through their advertising with a shovel and cleaned it out. These words don't ap-

. .

CLASSIFIED ADVERTISING

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to REDUCE COSTS
Box II, Reporter Garden City, N. Y.
Garden City, New York

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

FOR SALE

IBM ELECTRIC TYPEWRITERS — All type faces—Pica, Elite, Executive. Rebuilt. More information from HARRY J. ABRAMS, 331 Emerson St. N. W. Washington 11, D.C.

SPEEDAUMAT—Three line embossing—\$35.00 per M. Also "B" and "E" embossing—write for prices. Advertisers Addressing System, 703 No. 16th St., St. Louis, Mo.

HELP WANTED

CATALOG PRODUCTION MAN— Large direct mail company wants man capable of producing complete catalog. Must know how and where to buy artwork, printing, engraving, etc. Good idea man. Wonderful opportunity. Write full details and salary. Box 12, The Reporter, Garden City, N. Y.

COPYWRITER

For magazine circulation department

"U.S. News and World Report" is looking for a creative young man experienced in mail order. Right now he may be selling merchandise by mail or promoting circulation for some business paper. With us, he will work with the key circulation people preparing letters, flyers, mail order and display advertising. Or he may share these duties with others and in turn help out on other parts of the circulation program. His own interests and abilities will determine where he finally fits in. Moving expenses will be paid. We'd appreciate application by letter with some samples of his past work so that several may review them. Write to:

U. S. News & World Report Circulation Promotion Manager 24th & N Streets, N.W. Washington 7, D. C.

DIRECT MAIL/LITHO SALES Exp nesc direct mail or print sales career in Ig co 23-38 \$75 + com + opty. FANNING AGENCY, 180 Bway, N.Y.C.

ADDRESSOGRAPH SUPERVISOR Heavy exp nesc for lg dept ½ mill plts in well known co \$5000 + to st. FANNING AGENCY, 180 Bway, N.Y.C.

LISTS

CANADA'S BEST MAILING LIST 250,000 live names on Elliott stencils Call your list broker — TODAY or Tobe's, Niagara on the Lake, Canada

DEALERS' MAILING LIST — Ford, Chevrolet, Plymouth, DeSoto, Chrysler, Oldsmobile, Buick dealers. Complete national list, December 1954 checked. On addressed labels 32M. \$14 per M. Box 14, care The Reporter, Garden City, N. Y.

NAME LISTS—Canadian, direct-selling agents. Secured within last 3 months from newspaper ads. Guaranteed correct. Free details. Elliott Agency, 252-D, Gainsboro, Toronto.

PRODUCTION AIDS

Tired of counting Characters? Copi-Counter will do it for you. This precision dial gauge, graduated in picas, inches and agates, counts lines on a typewritten page and characters in a typewritten line. Comes complete with leather case and instructions for \$4.95, postpaid. Satisfaction guaranteed. Arthur H. Nellen, Jr., P. O. Box 106, R, Broomall, Pa.

OFFSET CUTOUTS

Stock promotional headings for reproduction. OFFSET SCRAPBOOK NO. 1, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

SITUATION WANTED

COPYWRITER—DMAA winner, now on retainer with top N.Y. agency, has time open for free-lance assignments. Specialist in colorful, persuasive (and rewarding!) letters. Painstaking creative effort down to the last comma. Room 8, 45 W. 88 St., N.Y. 24, N.Y.

WANTED

WILL BUY mail order business selling to consumers. Or mailing lists of consumer buyers. Give complete details. All replies confidential. Box 13, The Reporter, Garden City, N. Y.

WANTED — To buy or sell Inserting and Mailing Machines. Top prices paid for the right equipment. Box 14, The Reporter, Garden City, N. Y.

PARTNER in Inserting & Mailing Machine operation. Must have adequate finance in expansion move and have a following in direct mail. Box 16, The Reporter, Garden City, N. Y.

ply to all the Mags in this category but the tone and text of some of these offers would nauseate even a buzzard.

One of the chinchilla ranch mailing is in . . . and the sincere people operating this plan have seen fit to enclose a little slip headed "Debunking Schemes and Worthless Plans". They use such language about some of the deals offered in this new industry as "usually misleading — poor stock — not graded — set up deliberately to mislead people — costs more — close

to being downright fraud — preying upon uninformed and unsuspecting beginners — misleading advertising":

It looks like the good folks in the chinchilla field are getting set to lynch some of the boys who are just along for the ride and the fast buck. If true, I'll bear a hand on the rope—but let's deputize the mob so as to make it legal.

Note to that gang on Long Island, New York, who think they can mail from an out of town Post Office, then drop return and not have the man with the whiskers know who is behind the little deal: That last mailing of yours dips into the field of illegality as I see it. If those girls in the park whom you photographed in the act of disrobing as you claim when you offer the pictures did not (as you also claim) know that you had the cameras focused on them — then you have obviously violated their privacy and they have a cause of action against you . . . seeing as you couldn't have a model release. On the other hand, if they knew they were being photographed just the way the buyers of your smut wanted to see them — then your ad

(Continued on page 41)

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

A. G. Bardes Co., Inc437 N. 5th St., Milwaukee 3, Wia. (BR 2-3372) ADDRESSING	ELLIOTT STENCIL CUTTING Address-O-Rite Stencil & Mach. Co. 64 W. 23rd St., N. Y. C. 10 (OR 5-3240) Clear Cut Duplicating Co149 Broadway, N. Y. 6, N. Y. (WO 4-4457) Creative Mailing Service460 N. Main St., Freeport, N. Y. (FR 9-2431)
Advertising Enterprises .82-66 Grenfell St., Kew Gardens, N. Y. (VI 9-4337) Creative Mailing Service, Inc	ENVELOPES
Dell Letter Service	American Envelope Mfg. Corp
Addressing Machine & Equip. Co326 Broadway N. Y. 7, N. Y. (HA 2-6700)	Berlin & Jones Co., Inc
Elliott Addr. Machine Co 135A Albany St., Cambridge 39, Mass. (TR 6-2020) Mailers' Equipment Co	The Century Envelope Co501 Park Ave., Minneapolis 15, Minn. (GE 3663) The Clasp Envelope Co., Inc98 Bleecker St., N. Y. 12, N. Y. (SP 7-0351)
Saver & Wallingford	Columbia Envelone Co. 2015 N. Hawthorne, Malrose Park, III. (FS 8-6214)
ADDRESSING — TRADE Belmar Typing Service 91-71 111th St., Richmond Hill 8, N. Y. (VI 6-5322) Shapins Typing Service 68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)	Samuel Cupples Envelope Co 360 Furmen St., Brooklyn 2, N.Y. (TR 5-6285) Cupples-Hesse Corp 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3700) Curtis 1000 Inc 150 Vanderbilt Ave., W. Harfford 10, Conn. (JA 2-1221) Detroit Tullar Envelope Co 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Shapins Typing Service68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)	Curtis 1000 Inc150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221) Detroit Tullar Envelope Co2139 Howard St., Detroit 16, Mich. (TA 5-2700)
ADDRESSOGRAPH PLATE EMBOSSING M. Victor	Direct Mail Ervelope Co 15 W. 20th St., N. Y. 11, N. Y. (WA 4-0500 Garden City Ervelope Co 3001 N. Rockwell St., Chi. 18, III. (CO 7-3600) Gaw-O'Hara Ervelope Co 500 N. Sacremento Blvd., Chi. 12, III. (NE 8-1200)
ADVERTISING AGENCIES	Gaw-O'Hara Envelope Co500 N. Sacramento Blvd., Chi. 12, III. (NE 8-1200) The Gray Envelope Mfg. Co55-33rd St., Brooklyn 32, N. Y. (ST 8-2900)
Ad Scribe	Ocales Envelope Co
The Jay H. Maish Co	Rochester Envelope Co
ADVERTISING ART	Tension Envelope Corp19th & Campbell Sts. Kenses City, Mo. (HA 0092) Tension Envelope Corp522 Fifth Ave., N. Y. 36, N. Y. (MU 2-4644)
A. A. Archbold, Publisher. P. O. Box 20740, Los Angeles 6, Calif. (PR 9062) Raymond Lufkin	Transo Envelope Co 3542 N. Kimball Ave., Chi. 18, III. (IR 8-6914)
Trapkus Art Studio (Small Ads)	Transo Envelope Co
ADVERTISING BOOK MATCHES	The Wolf Envelope Co1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470) Wolf Detroit Envelope Co14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)
Match Corp. of America3433-43 W. 48th Pl., Chi. 32, III. (VI 7-2244) Universal Match Corp1501 Locust St., St. Louis 3, Mo. (CH 1-3233)	ENVELOPE SPECIALTIES
Globe Mail Approx Jon 148 W 23rd St. N.Y.C. 11 (OR 5-4600)	Curtis 1000 Inc150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221) Du-Plex Envelope Corp3026 Franklin Blvd., Chi. 12, III. (NE 8-1200)
Globe Mail Agracy, Inc	Garden City Envelope Co3001 N. Rockwell St. Chi., 18, 11, (CO 7-3600)
Amer. Automatic Typewriter Co. 2323 N. Pulaski Rd., Chi. 39, III. (EV 4-5151)	The Sawdon Co480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2516) Tension Envelope Co19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)
Ambassados Letter Serv Co. 11 Stone St. N. Y. 4. N. Y. (BO 9-0607)	Promotion, Joe Antonio57-10-C, Madrid, Spain (Yel: 31 22 13)
Ambassador Letter Serv. Co	FOREIGN POSTAGE
BOOKS	Foreign Postage Service
Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28 N. Y. C. 1, (MU 9-8585) BUSINESS BRIEFS	William M. Proft Associates 27 Washington Pl., E. Orange, N. J. (OR 3-2233)
Wetmore & Co1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)	L. P. MacAdams Co301 John St., Bridgeport 3, Conn. (Tel: 4-2167)
R. O. H. Hill, Inc	INDIVIDUALIZED IMPRINTING (PERSONAL PRINT) Mailograph Frinting Co
CATALOG PLANNING	INSERTING SERVICE - AUTOMATIC MACHINE
Catalog Planning Co	Bonded-Nationwide977 McDonald Ave., Brooklyn 30, N. Y. (UL 3-1143) INVISIBLE INK POSTCARDS
The Newbern Company237 W. Main St., Arlington, Texas (AR 5-2207)	Morley W. JenningsEast Orenge, N. J. (OR 4-8308) LABEL PASTERS
Leo P. Bott, Jr	Potdevin Machine Co200 North St., Teterboro, N. J. (HA 8-1941)
Edward W. Osann. 175-35 88th Ave., Jamaica 32, N. Y. (Re 9-2244) Orville E. Reed. 106 N. State 3r., Howell, Mich. (Tel: 65) Roskem Advertising (Mail Order). 1430 Grand, Kansas City 6, Mo. (HA 6469)	Dennison Mfg. Co
Roskem Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469) Franklin C. Wertheim 179-15 Jameica Ave., Jameica 32, N. Y. (AX 7-1200)	Dennison Mfg. Co. Fremingham, Mass. (TR 3-3511) Allen Hollander Co., Inc 385 Gerard Ave., N. Y. 51, N. Y. (MO 3-1818) Penny Label Co 9 Murray St., N. Y. 7, N. Y. (8A 7-7771) Tompkins Label Co 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999) M. Victor 130 Flatbush Ave., Brooklyn 17, N. Y. (ST 9-8003)
Franklin C. Wertheim 179-15 Jamaica Ave., Jamaica 32, N. Y. (AX 7-1200) John Yeargain	Tompkins Label Co1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999)
Momer J. Buckley	LETTER GADGETS
Homer J. Buckley 108 Nate St., Chi. 2, III. (ST 2-5336) The Buckley Organization Lincoln-Liberty Bildg., Phila. 7, Pa. (RI 6-0180) Dickie-Raymond, Inc. 80 Broad St., Boston 10, Mass. (HA 6-3360) Dickie-Raymond, Inc. 521 Fifth Ave., N. Y. 17, N. Y. (MU 7-3361) Direct Mail Services 175 Luckie St. N. W., Atlenta 3, Ga. (CY 3398) Diffus. Assoc. Inc. 2018 N. 485 Allivance 2, Will. (RIP 2-7852)	Hewig Co
Dickie-Raymond, Inc	LETTERHEADS
	Brunner Printing Co., Inc 190 Jefferson Ave., Memphis, Tenn. (Tel: 8-5126) Harper Engraving & Printing Co 283 E. Spring, Columbus 15, O. (AD 5057)
The Folks On Gospel Hill	Harper Engraving & Printing Co 283 E. Spring, Columbus 15, O. (AD 5027) R. O. H. Hill, Inc
Plarrison Services, Inc.,, 341 Madison Ave., N. Y. 17, N. Y. (MU 7-1030)	Arthur Thompson & Co109 Market Pl., Baltimore 2, Md. (Pl. 4806)
Mailograph Company, Inc	MAIL ADVERTISING SERVICES (Lettershops) Advertisers Associates Inc., 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144)
Proper Press, Inc	Advertisers Associates Inc 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144) Advertisers Mailing Serv., Inc
Roskam Adv. (Mail Order)1430 Grand, Kansas City 6, Mo. (HA 6469) Sales Letters, Inc	American Mail Adv., Inc610 Newbury St., Boston 15, Mass. (CO 6-7540)
The Smith Company	Atlas Letter Service
DIRECT MAIL CONSULTANT	Century Letter Co., Inc.,
Lawrence Lewis & Assoc175 5th Ave., N. Y. 10, N. Y. (CR 7-6868)	Fireulation Associates 1745 Broadway N V 19 N V (III A-3530)
B. H. Bunn Co7605 S. Vincennes Ave., Chi. 20, III. (HU 3-4455)	Mary Ellen Clancy Co
A. B. Dick Co	Elife Lefter Co., Inc
Markol Metal Products, Inc233 Mill 31., Rochester 14, N. Y. (PA 3237)	The Folks on Gospel Hill 400 S. Main St. Marion O. (Tel: 2-1191)
National Bundle Tyer Co	Fulfillment Corp. of America 381 W. Center St., Marion, O. (Tel: 2-1187) General Office Serv., Inc 527 6th St., NW, Washington 1, DC (NA 8-5348) Ralph E. Harris Assoc
DIRECT MAIL - GIFTS	Raigh E. Harris Assoc
George E. McWeeney Co. 120 Milton Ave., W. Haven 16, Conn. (WE 4-1409)	Krupp's Adv. Melling Serv. 228 S. Los Angeles St., L. A. 12, Cel. (MI 8753)

The Lemarge Co
The Rylander Co
Union County Business Bureau
Woodington Mail Advertising Serv1304 Arch St., Phila. 7, Pa. (RI 6-1840)

MAILING LISTS - BROKERS	
*Archer Mailing List Serv 140 W. 55th St., N. Y. 19, N. Y. UU	6-3768
*George R. Bryant Co	8-2651
*George R. Bryant Co	2-3686
*Walter Drey, Inc	6-4180
*Walter Drey, Inc	4-7061
*Guild Co	9-0461
*Lewis Kleid Co	2-0830
*Willa Maddem, Inc	7-4747
*Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO	6-3380)
*Names Unlimited Inc	6-2454
Roskam Advertising (Mail Order) 6 W. 10th, Kansas City, Mo. (H/	4 6469)
Sanford Evans & Co., Ltd. 165 McDermot Ave., Winnipeg 1, Canada (9	2-2151)
*James E. True Assoc	9-0050)
* Members - National Council of Mailing List Brokers	

MAILING LISTS - COMPILERS & OWNERS
Albert Mailing Lists
Allison Mailing Lists400 Madison Ave., N. Y. 17, N. Y. (MU 8-6500)
Associated Advertising Serv613 Willow St., Port Huron, Mich. (Tel: 7773)
Bodine's of Baltimore444 E. Belvedere Ave., Baltimore 12, Md. (ID 5-8900)
Bookbuyers Lists
Boyd's City Dispatch
Catholic Laity Bureau
Chicago Mailing List Co435 N. LaSalle, Chi. 10, III. (SU 7-3785)
Creative Mailing Serv
Walter Dray, Inc
Walter Drey, Inc
Drumcliff Advertising ServiceHillen Rd., Towson 4, Md., (VA 3-7290)
Dunhill List Co., Inc
E-Z Addressing Serv83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
Fritz S. Hofheimer
Industrial List Bureau
The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
Jewish Statistical Bureau320 Broadway, N. Y. 7, N. Y. (BE 3-4239)
Mapleton Service Co339 Kings Highway, Brooklyn 23, N. Y. (ES 5-6600)
Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)
Montgomery Engineering Co8500 - 12th St., Detroit 6, Mich. (TR 4-0929)
Paramount Mailing Lists77-14 138th St., Flushing 67, N. Y. (JA 6-8472)
W. S. Ponton 50 W. 42nd St., N. Y. N. Y. (MU 7-5311)
R. L. Polk & Co
Rochester Consumer Advertising Corp. 210 Lyell, Rochester 6, N. Y. (GL 4726)
Select List Co. (SW Progress) 232 N. Canon Dr. Beverly Hills Cal. (BR 21494)
Zeller Co

Whitt Northmore	Schultz1115			III. (HI	2-0773)
	****	****	TOTAL PROPERTY.		

Tension	Envelope	Corp 19th	&	Campbell	Sts.	Kansas	City,	Mo.	(HA	0072)
		MESSENGER								
Marrien	Sancina	Systems Inc		461 4th A	MA.	N V I	A N	V 1	1F 2	ACCOO.

		MIM	EOGRAPH	MACHIN	E							
chine	8	Equip.	Co326	Broadway,	N.	Y.	7,	N.	Y.	(HA	2-6700	3

Chicago	Ink	Ribbon	Co	ULTIC	3RAPH	S.	Wells	St.,	Chi.	6,	III.	(ST	7800
				-									

Addressing Ma

PACKAGING7 Brown St., Newark 5, N. J. (MI 2-7575) APER MANUFACTURERS Pack-It (also Mail-It).....

PAPER MANUFACTURERS	
The Beckett Paper Company	641
Eastern Corporation	221
Esleeck Manufacturing CoTurners Falls, Mass. (UN 3-4)	341
Fox River Paper Corp	341
W. C. Hamilton & Sons	160
Hammermill Paper CoErie, Pa. (Tel: 4-7)	101
International Paper Co 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7)	500
The Mead Corp	441
Neenah Paper Co	521
Nekoosa-Edwards Paper Co	111
Peninsular Paper Co	62
Rex Paper Co	151
Rising Paper Co	471
PARCEL POST MAILING BOXES	

		P/	ARCEL	POS	T MA	ILING	BOXES	5				
Corrugated	Paper	Prod.	Inc	2235	Utica	Ave.,	B'klyn	34,	N.	٧.	(ES	7-6112)

				PHOTO										
Nassau	Photo	Engrav.	Co		254	W.	31st	St.,	N.	٧.	C.	(PE	6-0817)	

Mulson	StudioP.		1941, Bridgeport	1,	Conn.	(Tel:	5-3077)
		PHOTO	REPORTING				

SICKING	CHOIC	-Kaboiiiid	Manage Avenue and a	. 00 L.M.	W		warn,	14. 0.	fearer.	T. n. noci	
			POSTAL	INFOR	MATH	ON					
Postal	Diges!	Co	150	Nassau	St.,	N.Y.	38,	N. Y.	(WO	2-3130)	

	POSTCARDS										
Moss	Photo	Serv.,	Inc350	W.	50th	St.,	N.Y.	19,	N.Y.	(PL	7-3520)

PRINTERS — LETTERPRESS									
The Davenport Press,	Inc	n St., Mineola	N. Y.	(PI 6-4050)					
George F. McKiernan	& Co 1056 W. V.	en Buren, Chi.	7. 111.	(TA 9-2424)					

George	r. mckleman a co 1030 W.	Ami Doleil' Cur' L' Ill' (IN A.Tatal)							
PRINTING - OFFSET LITHOGRAPHY									
Peerless	Lithographing Co	Diversey, Chi. 39, III. (SP 2-7000)							

	PRINTERS							
Paradise I	Printers	 			F	aradise,	Pa. (5	T 5131)
Printcraft	Press, Inc	 	229 W.	28th	St., N.	Y. 1, N.	Y. (LO	4-7430)
Proper Pro	ess Inc	129	Lafava	otto St	NY	13 N	Y ICA	A-4757)

Prope	r Press, Inc		Larayer	ne 31., N.	T. 13, N		CA	0-4/3/1
		PUBLIC REL	ATIONS	CONSUL	TANT			
Whitt	Northmore	Schultz11	15 Old	Elm Lane,	Glencoe,	111.	(HI	2-0773)

TRUCKING — MESSENGER SERVICE Mercury Service Systems, Inc......461 4th Ave., N Y. 16, N. Y. (LE 2-6000)

VARITYPE EQUIPMENT Zenith Typewriter & Adding Mach Co. :34 E. 22nd S., N. Y. C. 10 (SP 7-4930)

MY MAIL ORDER DAY

(Continued from page 39)

3) 7)

8) 11)

11) 18) 71) 99)

44) 000) 535 40) 602) 130) 722 1001 133 1462 7770

literature is misleading and most likely fraudulent. In any case I don't think you are going to be in business long enough to find out which. That is, if the boys are still looking under flat rocks for reptilian life like youse guys.

From the H. O. Organ of Almac Plastics: "Whenever you see a quitter, you see a fellow who was never much of a beginner." Aye verily and that goes for Mail Order also.

. . . Any of you lads who have wives who are daft for cooking . . . send a buck over to Evelyn Stewart, The Friendly Cooks Club, Box 304, Mountain Lakes, N. J. This covers twelve letters, recipe books, etc. Where she finds time to run this lash-up and also make dolls, play the piano, knit, write for magazines, run a print shop in the cellar, be a Girl Scout Leader and raise three kids 4, 9 and 12 I don't know. But more power to her.

Wanted to throw a few barbed wire handshakes in here to the boys who loan you money by mail at rates that would make a racketeer whince; to the lads who sell railroad and steamboat insurance policies by mail (Two Bits covers you, your wife, and all the kinfolks for miles around for the first month); and to some assorted other

chums . . . but the sands of time have run their merry course and I leave this smoking typewriter to jump into the chariot and drive to Florida for a vacation with the wife and kidlys. However before some high pressure artist prints in his come-on literature-"Get into the Fabulous Mail Order Business - Look at Jared Abbeon -He Takes His Wife and Kids to Florida - You Too Can Loaf the Rest of Your Life Just for the Labor of Taking Cash Out Of Envelopes -Send \$\$\$\$ To Me and I'LL Tell You How" let me quietly state that (A) This is the first Florida vacation in 8 years and (B) I'll be back in plenty of time to write next month's column. See you all in FEBRUARY.

QUIZ OF THE MONTH ANSWER (From Page 10): The Ad Manager of The Reporter finally managed to dope out a way to get his children into the act. Standing beside the Champion mailing tube is

three-year-old Henry Reed Hoke, III. Seated, holding one of the wrapping paper inserts, is seven-year-old Wendy Hoke. Both are doing their best to aid accurate reporting.



(Continued from page 12)

"TOYS FOR A YEAR" is the name of a new gift plan for children. Instead of buying one toy, you subscribe to one of three plans available to send your child a different toy several times during the year. Three plans are available: one for \$7.00 (three toys), one for \$12.00 (six toys) and one for \$22.00 (a toy every month). "Toys For A Year" is located at 231 E. 51st St., New York 22. N.Y.

M

☐ HAVING TROUBLE WITH YOUR FILES? A new system called Verti-File might help you. DeLuxe Metal Furniture Co., Warren, Pa., says their new system (shown here) increases capacity 90% over conventional files by using vertical shelving. Adjustable snap-in



metal dividers on every shelf make the separations. No drawers to pull out . . . each 3' wide cabinet section is completely visible.

M

SPACING CATALOG OFFERS over a period of time has paid off well for Florida Nursery & Landscape Co., Leesberg, Fla. Instead of putting all their plants in one basket with one big yearly catalog (which home owners usually file or toss away), Florida Nursery mails their's in twelve sections . . . one bulletin a month. Then they supply home owners in their area with a binder in which recipients can file the bulletins. The nursery gets twelve impacts this way . . . and has traced increased sales directly to the idea. They started the idea a few years ago with a monthly bulletin mailing of 5,000. This year their list will probably hit somewhere around 50,000.

☐ A NEW THOMAS TABLE TOP COLLATOR (5 and 8 page) features patented "Ejectomatic Feed" and other mechanisms previously available only on larger floor models. The Table Top



model is light-weight, portable and compact (16" x 27"). Collating time savings with this model are estimated as high as 70%. For complete details, write to Thomas Collators at 50 Church St., New York 7, N. Y.

J

☐ AS OF NOVEMBER, 1954, Express Rates on shipments of bulk advertising and other printed matter were reduced. Railway Express Agency vice president of Traffic K. N. Merritt announced that the new rates reduce third class shipping prices as much as 40 percent or more depending upon weight and distance of the shipment. The old rate was 1 1/5¢ per ounce regardless of distance. Under the new rates, there's a minimum charge of \$1.80 but additional charges won't exceed first class express rates. Write to Railway Express Agency at 219 E. 42nd St., New York 17, N.Y. for a table of the new rate charges.

ATI

☐ ALL PAPER MERCHANTS should follow the example of the West Coast Paper Co., 414 Holgate St., Seattle 4, Wash. They're doing a marvelous job of getting prospective customers into the printers' shops. All of their city delivery trucks have large billboards on each side reading: "Sales Skyrocket When You Use Direct Mail Advertising . . . See Your Printer!" West Coast is also making consumer mailings of different printed items, suggesting ideas, and getting the consumer to "Ask Your Printer!" More paper merchants should follow West Coast's excellent example . . . to reach ultimate users of paper-consumers.

Л

☐ CONGRATULATIONS to Jane Sands, president of J. B. Sands & Co., 16 Brighton Ave., Boston 34, Mass., for the fine job she did reporting on the ABC Meeting at the Boston Convention. Jane packaged the talks of the panelists in three portfolios titled "Five Star Final." The editions certainly make a good text on the Essentials of Successful Direct Mail Advertising. Jane has about

100 copies or so left. Those of you in the Boston area might write and ask her for one . . . first come, first served.

J

☐ CONGRATULATIONS to Milton Luckman, 621 Broadway, New York, N.Y., for his attention-getting letter selling his typing services. Letter was typed automatically on social size stationery. No letterhead . . but clean as a whistle. Opening sentence made it sound like it was from a job applicant: "Could you spare a moment to help a friend find a part-time job? Could you pay me 50¢ per hour to type money-making letters, Mr. Hoke, for you?" Rest of the letter was very convincing.

JJ

☐ DITTO DUPLICATES DIG: Identical twins Theodore W. Robinson (left) and Sanger P. Robinson (right) are shown here breaking ground for a new Ditto, Inc. home in Lincolnwood, Ill.



Theodore is chairman of the board and Sanger vice-president of the duplicating equipment company. Helping the "Ditto Duplicates" is president Kenneth M. Henderson (center). The ground breaking ceremonies were attended by 200 employees and friends . . . among them members of the Robert Zacharias Co. who donated a gold-plated spade for the occasion.

☐ ESTIMATED DOLLAR VOLUME of direct mail used by American business during November, 1954 was \$121,381,294...according to latest DMAA figures. This represents a gain of 5.62% over the expenditure of the same month a year ago. During the first eleven months of 1954, an estimated \$1,207,410,644 was spent on direct mail adversising. This was an increase of 6.04% over the expenditure during January through November, 1953. We'll probably have the complete 1954 totals by next month...and we'll all be looking forward to an even bigger and better year for direct mail in 1955.

gh n

Babies, Brides (Grooms, too)
and Vital Statistics Lists The advent of a new baby represents a major upheaval in any household. The advent of a new baby represents a major upneaval in any nousenold.

That's why new mothers represent plan for and buy for the new baby.

That's why new mothers and properties and buy for the new baby.

The advent of a new baby and the new baby. reopie pian for and buy for the new papy. That's why new mothers represent such a lucrative market for books, magazines, furnishings and equipment by mail.

250,000 Birth Names every month, fresh, fast and accurate.

The list can be furnished daily, weekly or monthly as as The list can be furnished daily, weekly or monthly --- as

desired, on gummed, perforated labels at \$10 per M.

BRIDES AND GROOMS Couples preparing for matrimony are in the market for many things.

The timely nature of marriage information makes it possible to prepare lists designed to meet specific promotional probpossible to prepare lists designed to meet specific promotional problems. The bride-to-be is addressed in care of her mother's residence. It is also possible to address your communication to the groom (in which case his bachelor residence address is designated). If you have a pational product or service that would cancel to counter should be addressed to consider the should b national product or service that would appeal to couples about to be or product or service that would appeal to couples about to be or the bare just been married to be or the bare to be or the Mational product or service that would appeal to couples about to be or who have just been married tell us about it and we'll submit recommendations of the heids of materials and the heids of materials and the heids of materials and the heids of materials. wno nave just been married --- tell us about it and we'll submit recom-mendations as to how the bride or groom list can be used most effectively.

REMOVAL ANNOUNCEMENTS A family which has just moved into a new home or REMUVAL ANNUUNCEMENTS A ramily which has just moved into a new nome or experiment is psychologically ready for change.

Remuval annuuncements A ramily which has just moved into a new nome or existing sources of supply, existing sources or intermed.

Remuval annuuncements A ramily which has just moved into a new nome or existing sources of supply, existing sources of supply annual sources of supply annual sources. reading habits, social contacts are interrupted. We believe this is an ideal time to cubmit your offering reading nabits, social contacts are interrupted. We believe this is an ideal time to submit your offering. Large quantities of authentic, accumited to submit your offering. rate names are available fast and on a continuing basis to national

NEW CAR OWNERS Carrying on the theme that a person who has just made an important change in his deals nottenn of living is more recentive to new important change in his daily pattern of living is more receptive to new ideas, we urge national mail order firms to experiment with lists of new correspond to the corresponding car owners. These are available on labels at \$12.50 per M on a weekly, mail order companies. car owners. These are available on labels at \$12.50 per M on a weekly, monthly or continuing basis. Individual names --- all brand new cars --no trucks or commercial vehicles -- no corporate ownership.

Lewistleid

P. S. One of our accounts, a substantial midwestern company, desires to utilize its lists and mailing facilities more extensively and will entertain P. I. deals. If you have a product, service or publication that lends tain r. 1. dears. Ir you have a product, service or publication that rend itself to successful mational mail order selling, this list owner will do need to need and appropriate or inquiries. a package job and be paid only for actual orders or inquiries. Please send details and we'll arrange the introduction details and we'll arrange the introduction.



If you're a sales-minded executive who is too busy to write sales letters, send for Mead's brand-new portfolio.

The portfolio contains a series of provocative, stimulating selling ideas. All of them are yours to use. Paraphrase them as you see fit, send them out over your signature, and we'll warrant your salesmen will respond hearteningly-and thank you for it.

In the same portfolio, Mead presents 12 fresh letterhead designs. With your printer, you can work out countless variations of any one of them until you

hit on a personality for your firm, and a face-lift for your business stationery.

These letters are printed on crisp Mead Bondwatermarked for your protection. We think the visual snap and clarity of the printing job speak volumes for the paper, its quality, its versatility. Write us today on your business stationery for this exciting new portfolio. Use the letters, and while you're at it, have them printed on Mead Bond-"The Bond of American Business."

THE MEAD CORPORATION

"Paper Makers to America"

Sales Offices: The Mead Sales Company, 118 W. First Street, Dayton 2 New York, Chicago, Boston, Philadelphia, Atlanta

